FEBRUARY 9, 1948 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Part of the Colorado Scene

OUTDOOR SPORTS Colorado is an outdoorsman's paradise the year 'round. Twelve months of the year, outdoor sports are visibly and traditionally a part of the Colorado scene. This winter, on a thousand sun-drenched, snow-deep slopes of the mighty Colorado Rockies, sportsmen may be seen enjoying the most thrilling skiing in America. In a few months, hunters, fishermen, golfers and others will take their places on Colorado's mountains, streams and lakes. Colorado's all-year sports and recreation program attracts more than a million out-of-state visitors annually who spend in excess of $200,000,000 with the state's hotels, restaurants, filling stations and retail stores.

KLZ SPORTS PROGRAMS The dominant interest of KLZ listeners in sports of all kinds, both outdoor and indoor, has been KLZ's cue to devote a great deal of time and thought to this area of listener interest. In addition to daily sportscasts of general coverage, KLZ has always carried on-the-spot broadcasts of major local sporting events: Games of the Denver University Pioneers, for instance, (right, above), and the crucial matches in Denver's first annual $10,000 Open Golf Tournament, (left, above). In all branches of sport, KLZ is very much in evidence and an important part of the Colorado scene.

KLZ

DENVER

CBS Affiliate—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY

REPRESENTED NATIONALLY BY THE KATZ AGENCY

IN THIS ISSUE: 14TH ANNUAL BROADCASTING BUSINESS INDEX

Now!

KRNT OUT-HOOPERS *all* DES MOINES STATIONS

HOOPER STATION LISTENING INDEX

CITY ZONE: DES MOINES, IOWA — MONTHS: NOVEMBER-DECEMBER, 1947

SHARE OF AUDIENCE

TIME	KRNT	Station B	Station C	Station D
MONDAY Thru FRIDAY 8 A.M.-12 NOON	43.2	8.0	19.1	25.3
MONDAY Thru FRIDAY 12 NOON-6 P.M.	42.7	7.8	15.0	31.6
SUNDAY Thru SATURDAY 6-10 P.M.	29.3	6.4	18.9	44.5
SUNDAY 12 NOON-6 P.M.	29.7	13.9	20.4	34.1
SATURDAY 6 A.M.-6 P.M.	42.9	14.1	18.1	19.7
TOTAL RATED TIME PERIODS	**36.2**	**8.2**	**17.9**	**35.4**

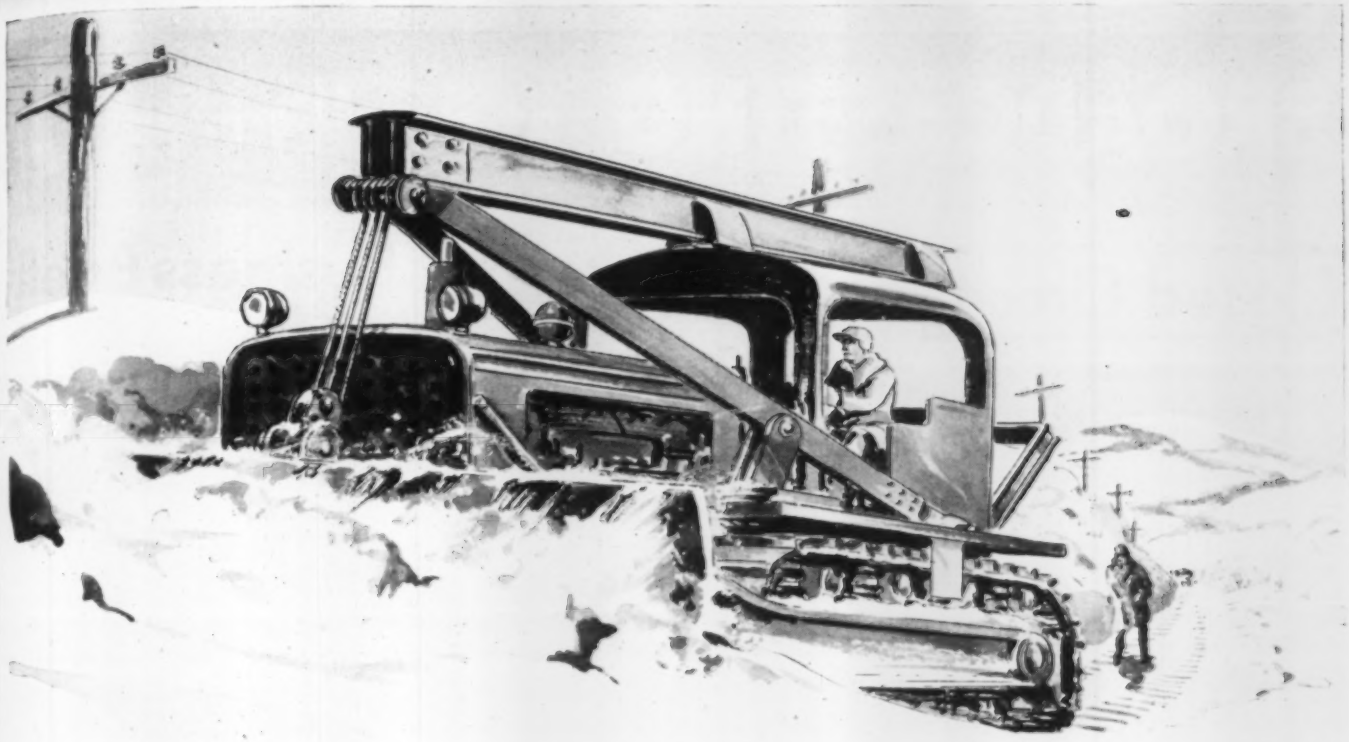
NOTE: KRNT is first, too, in the latest *CONLAN* combined Morning, Afternoon, Evening percentages of audience!

KRNT DES MOINES
THE REGISTER AND TRIBUNE STATION

FOR OBVIOUS REASONS, BUY KRNT . . .

The Highly Hooperated, Sales Results Premeditated, ABC Affiliated Station in Des Moines

Represented by the Katz Agency. Available with WNAX and WMT as the Midwest Group



Break open the New England market with YANKEE IMPACT

The local acceptance of your product in New England is accomplished most effectively if you follow the road cleared by Yankee's 23 locally accepted home-town stations.

This closely-knit station network, with its variety of local, regional and coast-to-coast programs, reaches 89.4% of New England's radio homes — provides an exact sales pattern where consumer buying is concentrated.

The good neighbors in these city and suburban trading areas are loyal listeners who support local enterprise. It is this kind of cooperation that is made to order for distribution, sales and profits.

Yankee's solid impact and direct penetration opens the road to volume sales traffic in each market.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

FLASH—Margaret Truman will join National Assn. of Women Broadcasters as an honorary member. Following association's convention in Washington Jan. 28-Feb. 1, President Ruth Crane extended invitation to President's daughter, who displayed interest in its work. Announcement expected shortly from association.

SINCE President Truman's reversal in stance, indicating appeal to New Deal elements, Washington observers now wouldn't be surprised if he reappointed Left-Winger Clifford J. Durr in advance of June 30 expiration of his seven-year term. Chances of Senate confirmation, it is thought, are practically nil, but reappointment would make big hit with lefties, lots of educators, and CIO.

DEAL REPORTED in works whereby Stanley E. Hubbard will dispose of 49% interest in KSTP St. Paul, 50,000 watter, to Twin Cities syndicate for roughly $1,000,000 to be used to repay $850,000 loan from Avco Mfg. Corp. Avco subsidiary Crosley Broadcasting Corp. held option to acquire minority but dropped it several months ago, extending loan to April.

RUTHRAUFF & RYAN, looking for video vehicle for Electric Auto-Lite Co., investigating midget auto races as logical tie-in for ads for spark plugs, batteries, ignition systems. Noise, short time of races and long intermissions are discouraging factors and no decision reached to date. Company sponsors Dick Haymes on CBS, seeks summer replacement.

WITH PROMOTION of Carleton D. Smith as manager of NBC television operations in New York, supervision of NBC Washington stations (WRC, WNBW(TV) and WRC-FM) will fall to William R. McAndrew, assistant to Vice President F. M. Russell. Mr. McAndrew, former news editor of BROADCASTING, has directed news, special events and public affairs. Other staff promotions under consideration by Vice President Russell.

WITHIN FORTNIGHT CBS Radio Sales will announce national representation for another affiliated station and expects within year to bring total list, including network-owned outlets, of stations it represents to 14. Ultimate aim of 15 stations may be reached this year or at latest next year.

HORRENDOUS whispered stories that high power on clear channels would provide ideal "homing path" for guided missiles were discounted as greatly exaggerated last week in both Army Signal Corps and Air Forces quarters. Report was that Navy sources felt 750 kw output would provoke serious problem. FCC, however, hasn't heard about them officially. Aeronautical beams and other high-frequency signals penetrating ionosphere are probably better carriers, it was pointed out, since such bombs, with radio-controlled warheads, penetrate upper stratosphere.

Upcoming

Feb. 9: NAB Employe-Employer Relations Committee, Mayflower Hotel, Washington.

Feb. 9-10: Atlantic region stations of Trans-Canada and Dominion networks meet with CBS, Hotel Brunswick, Moncton, N. B.

Feb. 9-11: NAB Board International Advisory Committee, NAB Hdqrs., Washington.

Feb. 12-13: NAB 9th District meeting, Palmer House, Chicago.

(Other Upcomings on page 77)

Bulletins

DONAHUE & COE, New York, preparing transcribed spot announcements featuring Henry Morgan for Enterprise Productions, promoting movie company's newest Morgan film. Spot campaign should start simultaneously with release of picture within couple of months.

SCHENLEY DISTILLERS, New York, planning eventual $1,000,000 TV campaign, March 1 starts 52-week contract on 11 TV stations. Two spots weekly, produced by Telefilms Inc., Hollywood, planned on each station. Agency, Biow Co.

CARL GEORGE V-P AT WGAR

CARL GEORGE, assistant general manager of WGAR Cleveland since 1944, elevated to vice presidency of WGAR Broadcasting Co. Announcement was made by Vice President and General Manager John F. Patt upon his return from meeting of executives of G. A. Richards stations (WGAR, WJR Detroit and KMPC Hollywood) at home of President Richards at Palm Springs. Mr. George joined WGAR as announcer in 1934 and served successively as program director (1940), director of operations (1942) and assistant general manager.

Business Briefly

THEATRES ON VIDEO ● RKO Theatres New York, using nightly video announcement on WNBT New York, from Feb. 5 to Feb. 11 to announce New York opening new RKO picture "Tycoon," on latter date. Placed direct.

NAME REPRESENTATIVE ● Lorenzen & Thompson appointed to represent KOTA Rapid City, S. D., and KOLT Scottsbluff, Neb., both CBS stations.

MILLION DOLLAR VIDEO PROJECT PLANNED BY COWLES INTERESTS

COWLES BROADCASTING Co. and subsidiary interests have earmarked roughly $1,000,000 for television construction in three markets—Boston, Minneapolis and Des Moines—it was learned last week.

Supplementing Cowles' application for Channel 9 in Boston, Northwest Broadcasting Co., 100% subsidiary of Star Journal Co. of Minneapolis, last week filed (story page 93) for Channel 9 to serve Twin City area (31 kw video; 15½ kw audio). Star Journal Co., controlled by Cowles, has no other broadcast interests in Twin Cities.

In Boston, where Cowles operates WCOP, ABC outlet, 20 kw video and 10 kw audio is sought on Channel 9.

Application for Des Moines, where Cowles operates KRNT, expected to be filed within fortnight.

STROUSE SUCCEEDS COY!

BEN STROUSE, general manager of WWDC Washington and erstwhile competitor of FCC Chairman Wayne Coy who operated WINX Washington, was named last Friday to succeed Mr. Coy—but not as FCC chairman or even as WINX head. He takes over as chairman of broadcasting committee of Advisory Council on Federal Reports.

Paramount May Sell Its TV Holdings

DISCUSSION is heard in New York of imminent sale by Paramount of its 30% holdings in DuMont, covering both its manufacturing and its TV stations in New York and Washington as well as its CP in Pittsburgh. But there was nothing to indicate that preliminary conversational stage had been passed.

While Paramount's 30% ownership is largest single block, Allen B. DuMont, president and pioneer TV inventor, controls DuMont operations and has majority of board. Paramount's interest in exhibitor company's applying for TV, which led to FCC inquiry call, believed responsible for reported activity.

Reports link both CBS and Avco Mfg. Corp. (which owns Crosley Broadcasting Corp.) with preliminary conversations on DuMont. CBS has New York TV outlet but no Washington station and none in other DuMont markets. It likewise has no radio manufacturing operations, whereas DuMont is important factor in TV set manufacturing.

Avco, which in addition to its ownership of WLW Cincinnati and WINS New York operates Crosley manufacturing division, has wide experience in manufacture, merchandising and sales. Crosley holds CPs for TV stations in Cincinnati, Dayton and Columbus and has pending application for Indianapolis, planning roughly $1,600,000 plant investment in these stations. FCC limitation of five stations to single entity in TV would, of course, mean revision of interests if either CBS or Avco completed deal with DuMont. Fact that Paramount's 30% interest in DuMont is less than control might have some bearing; FCC has pending further hearing into Paramount ownership in several companies, including DuMont.

WHHM . . .

the NUMBER ONE Hooperated Independent Station . . . *in the nation!**

WHHM . . . the number ONE Hooperated independent station *in the nation.*

This is the finding of a C. E. Hooper, Inc. special retabulation of ALL independent stations in 25 Hooper cities where there are four network affiliates and one or more independent. WHHM was rated second in the nation in the morning . . . third in the nation in the afternoon and first in the nation in the evening.

In total rated time periods, WHHM ranked FIRST among all independent stations all over the nation in the 25 cities surveyed. For full details ask Forjoe & Company.

Hooper surveyed these 25 cities

BALTIMORE	CINCINNATI	KANSAS CITY	NEW YORK CITY	SAN ANTONIO
BIRMINGHAM	DALLAS	LOS ANGELES	PHILADELPHIA	SAN FRANCISCO-OAKLAND
BOSTON	DENVER	MEMPHIS	PITTSBURGH	SEATTLE
BUFFALO	DETROIT	MINNEAPOLIS-ST. PAUL	PORTLAND, OREG.	ST. LOUIS
CHICAGO	HARTFORD	NEW ORLEANS	SALT LAKE CITY	WASHINGTON, D. C.

* All Measurements based on October 1946 thru February 1947 interviewing except for New York City (January-February, 1947) and Minneapolis-St. Paul (October thru December, 1946). These are the latest available Hooper figures.

Member ASSOCIATED PRESS

Independent . . .

But Not Aloof

WHHM

MEMPHIS, TENN.

PATT McDONALD, GENERAL MANAGER

FORJOE & COMPANY, National Representatives

HOW'S YOUR EXECUTION AT SUNRISE (Ky.)?

You know without our telling you that you won't make a killing at Sunrise (Ky.) or the likes, no matter *how* big an advertising job you do. Dawn, noon or dusk, it takes *people* to make business, and there just ain't many people *up* at Sunrise!

Instead of scattering your shots, why not try WAVE? Our sights are aimed at just *one big target* — big as the *entire balance of the State* — the Louisville Trading Area. It's Kentucky's *first* market, and because of WAVE's complete coverage of this area, we really mow 'em down!

So don't shoot your sales talk at Sunrise, soldier. Use WAVE as your weapon in Louisville, and *watch* your slug find its mark!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

1947 Net Time Sales Totaled $356,690,000 _ 13
FCC Probe Demands Voiced on Hill _ 13
NAB Convention on High Policy Level _ 15
Recorded Network Shows Allowed by AFM _ 15
Intra-store TV Can Boost Sales, Survey Shows 16
Chicago-St Louis Co-ax Link Completed _ 16
Boston TV Clinic Draws Large Audience _ 17
Western Union Plans Network Facilities _ 17
Mr. Jones' Premiums Do Pay Dividends _ 20
Pa.-N. J. Oral Arguments Held _ 26
Lilienthal Stresses Radio's Duty to Enlighten _ 34
Radio Supports March of Dimes _ 38
Fax Interests Prepare Hearing Data _ 85
U. S. Audience Hooperating Is Planned _ 87
WBAL Ruling Calls for Hearst Testimony _ 88
FCC Rebuked on Logs Question _ 90

DEPARTMENTS

Agencies _ 54
Allied Arts _ 56
Commercial _ 46
Editorial _ 50
FCC Actions _ 65
Management _ 44
News _ 52
Open Mike _ 40
Our Respects to _ 50
Production _ 58
Programs _ 68
Promotion _ 64
Sid Hix _ 14
Sponsors _ 60
Technical _ 67
Turntable _ 59
Upcoming _ 77

At Washington Headquarters

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Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Betty Beckanstin.

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250 Park Ave., Zone 17, *PLaza* 5-8355

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

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William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor,* Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775

James Montagnes, *Manager.*

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

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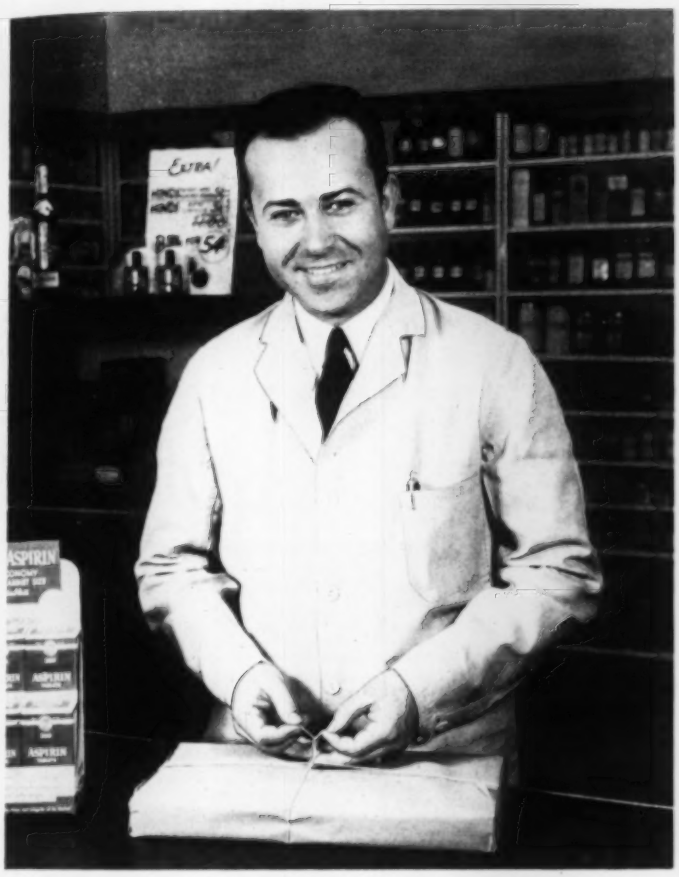
WSIX holds volume



Competition is keen in the drug field with many products trying to get a share of each drug dollar. And one leading product—almost a household word—has used quarter-hour shows on WSIX for more than five years. They count on WSIX to hold this dominant position in Nashville's 51-county retail trade area. If your problem is building volume, holding volume or developing a new market, WSIX can help do the job! Just call your nearest Katz representative for complete facts and figures.

5000 WATTS · 980 KC
AMERICAN

Coming Soon!
WSIX – FM

Represented Nationally By
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

STATION WGN-TV

OWNED AND OPERATED BY

THE CHICAGO TRIBUNE

selects

FOR one of the nation's great television enterprises, officials of WGN Inc., owned by the Chicago Tribune, have selected station equipment by General Electric.

Heart of the system will be a powerful 5,000 watt G-E transmitter and special high-gain antenna with which WGN-TV will transmit programs in a wide radius to metropolitan Chicago and suburbs. Permanent station units—including studio and film camera channels and the famous G-E Master Control Desk—will give WGN-TV the most up-to-date television system on the air. This equipment is made at Electronics Park, G-E television headquarters.

Farsighted publishers and broadcasters who intend to step ahead of the field with this great new medium—and stay there—owe it to themselves to see the G-E line. General Electric manufactures equipment with an eye to *your* television future. With it you can go on the air today, secure in the knowledge that you are using the end products of careful, thorough electronic research and engineering.

Start *right* in Television. *Plan,* then *build*—with General Electric.

Assemble all the facts before making your decision. General Electric has maintained and operated a full-scale television station* for years just to have these facts to present to you now.

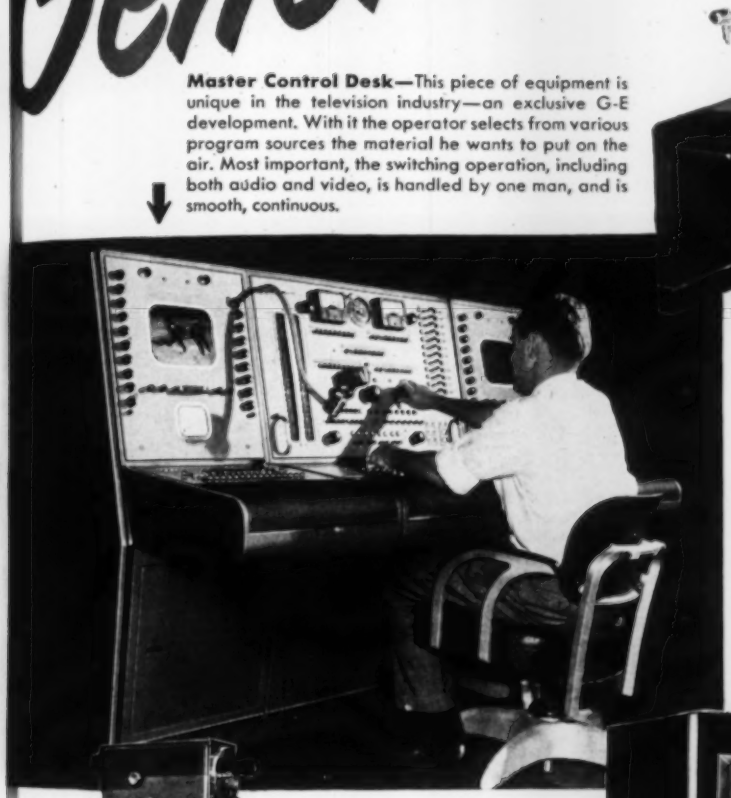
Would you like to hear them?

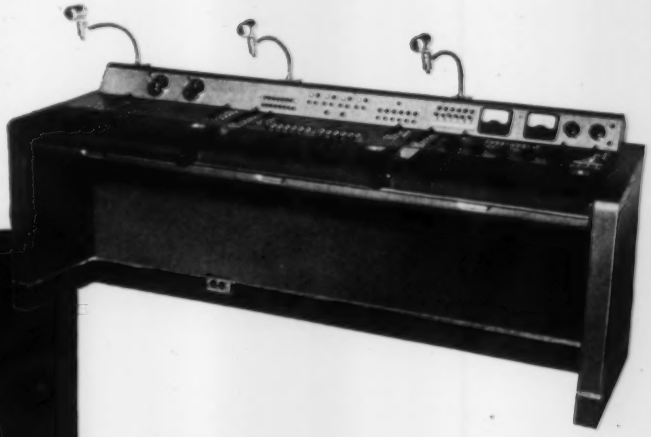
G-E representatives in principal cities are ready to help you. Call them, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, N. Y.*

**WRGB, Schenectady—the most powerful television station in the United States. In operation since 1939.*

General Electric

Master Control Desk—This piece of equipment is unique in the television industry—an exclusive G-E development. With it the operator selects from various program sources the material he wants to put on the air. Most important, the switching operation, including both audio and video, is handled by one man, and is smooth, continuous.





G-E Program Console—Audio and video directors sit here to supervise programs. Console is designed specifically for studio use.

G-E 5-kilowatt TV Transmitter—Incorporates all of General Electric's postwar features. Both aural and visual transmitters, covering all commercial TV channels, are combined into a compact unit only 16 feet long, 7 feet high. Finished in two-tone blue and trimmed in chrome.

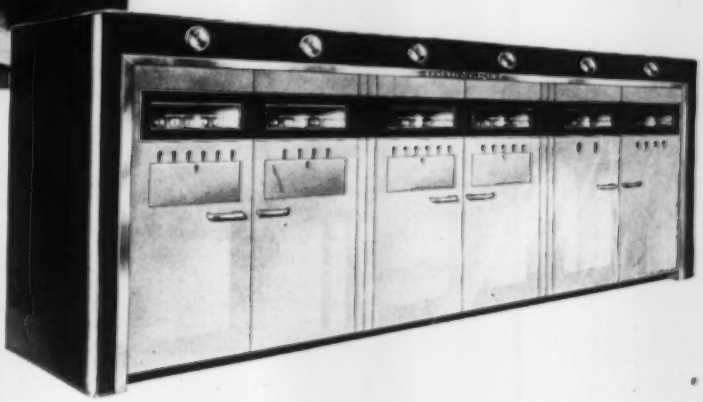


Image Orthicon Studio Camera—This television camera—the lightest ever built for studio application—is operated with fingertip control. Mounted on a mobile dolly, it is easily maneuvered by one man. Camera turret contains three lenses of different focal lengths for varied applications. Three of these cameras will be used by station WGN-TV.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

15E-G2-6913

To Reach a RICH Market... Economically BUY

WGAL
WGAL
WGAL
WGAL
WGAL
WGAL
WGAL

LANCASTER, PA.

Established 1922

REPRESENTED BY
ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles
NBC AFFILIATE

A STEINMAN STATION

Feature of the Week

WRBL Columbus, Ga., rang up its third "man of the year" honor when Edward J. Hennessy, WRBL advertising-promotion director, was presented with the Columbus Junior Chamber of Commerce Distinguished Service Award for his outstanding civic work during 1947.

B. Ed. Johnson, WRBL salesman, won the award for his civic activities during 1946. The station's executive manager, Jim Woodruff Jr., was honored with the medal for 1942.

A secret committee of civic and religious leaders is appointed each year to investigate the nominees. Civic leadership, character and contribution by the individual to community advancement are the basis on which the awards are made.

Mr. Woodruff, this year's Columbus JCC president, has been the sparkplug of many outstanding civic enterprises. Mr. Johnson, former state senator, is vice president

Men of the Years Woodruff, Hennessy and Johnson

* * *

of the Columbus Merchants Assn. And Mr. Hennessy is noted for his efforts as organizer and first chairman of the Peanut Bowl. He is now serving as lifetime chairman of the Peanut Bowl Inc.

The award to Mr. Hennessy makes three years out of the past six that WRBL has been so honored. In all, the three winners from the station participated in more than 70 civic enterprises.

On All Accounts

ANYONE conceivably can put radios on the railroads, but apparently it takes a man like Harry Wendell Frier to put railroads on the radio. Anyway, that is what Mr. Frier is doing to the annual extent of $125,000 for the New York Central System through his agency, Foote, Cone & Belding, New York.

Mr. Frier not only is a railroad account executive but has a firm railroad advertising background.

His career began immediately after graduation from the U. of Illinois, where, incidentally, he served as managing editor of the school newspaper, *The Daily Illini.* His first job was that of sales assistant with the General Outdoor Advertising Co., a job he forsook a short while later to join McCutcheon - Gerson, public relations firm. Here he handled publicity for the Olson Rug Co., Brunswick Records, and, most significantly, the Chicago and North Western Railway.

HARRY

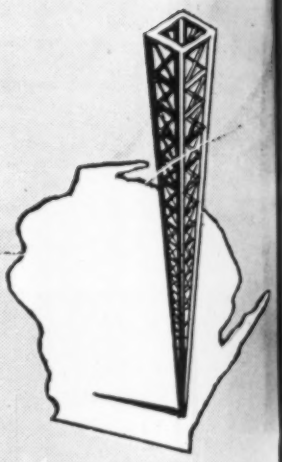
Railway problems intrigued him, and two and a half years later he left the publicity office to become assistant advertising manager of the railway. Mr. Frier remained at that post until an irresistible offer beckoned him to the J. Stirling Getchell Agency in Detroit as assistant account executive on the DeSoto Motor Car account. Subsequently he moved over to become assistant advertising manager of DeSoto itself, whereupon he was recalled to the Chicago and North Western Railway—this time as advertising manager and director of public relations.

It was about that time, November 1945, that Foote, Cone & Belding, New York, were casting about for a capable executive with an extensive knowledge of railroads to take over their New York Central System account. Handsome Harry Frier proved to be their man and he has been in charge of the account ever since.

As for his radio experience, Mr. Frier supervised the *400 Hour* with Norman Ross on WMAQ Chicago. Show was sponsored by the North Western Railway. For two years during the war he was in charge of all war bond publicity for the State of Illinois. As for the New York Central and radio, Mr. Frier insists the medium will have an important place in his plans and points to his present spot campaign of 15 live announcements a week on 20 stations in seven major-market cities [BROADCASTING, Feb. 24].

Mr. Frier is married and has a daughter, Leslie, 12 and a son, Bruce, 9. The Friers live in their own home in White Plains, N. Y., where Mr. Frier indulges in gardening and curses his golf, which he plays in the low 90's.

Dominant
SELLING POWER



in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN
MILWAUKEE

The Katz Agency, Inc.
Natl. Representatives

The Hartford-New Britain Metropolitan Area is not only Connecticut's Major Market . . . it wins national top honors year after year. And for more than 25 years, WDRC has been Connecticut's First Station . . . first in service with both AM and FM . . . first as an advertising buy. You get all 3 on WDRC . . . coverage, programs, rate.

BASIC CBS
5000 WATTS
NATIONAL REPRESENTATIVE
PAUL H. RAYMER CO.

WDRC
HARTFORD 4 CONNECTICUT
WDRC – FM

WALTER HAASE
STATION MANAGER

WILLIAM MALO
COMMERCIAL MANAGER

Studios Atop
Hartford-Conn. Trust Co. Building

1ST Connecticut leads all 48 states with $5,123 in net income per family.

1ST Connecticut leads all others with a Quality of Market Index of 128.

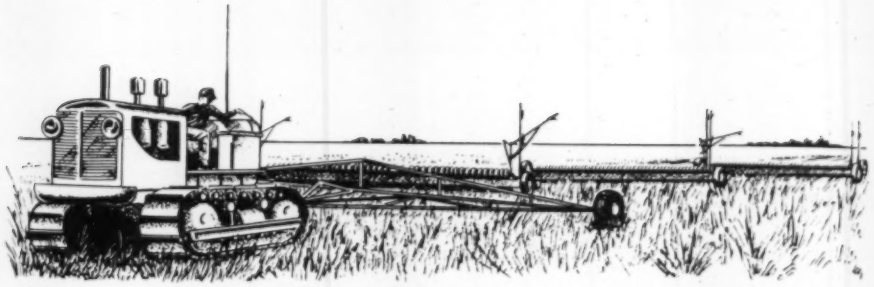
2ND Of the 200 U. S. Counties leading in population, Hartford County is second with $5,983 in net income per family.

2ND Connecticut is the second highest state in Drug Store Sales, with $125 per family.

3RD Of the 201 cities leading in population, the city of Hartford is third with $6,695 in net income per family.

3RD Connecticut is the third highest state in Retail Sales with $3,344 per family.

how would you like THIS KIND OF NEWSCAST *in* FARGO?



● Who ever said you have to give away fabulous collections of merchandise, or to have couples married on steeple tops, etc., etc., to get an audience (and *results*) from radio? All over the nation, smart spot broadcasters prove every day that it just isn't so!

Take Ernie Brevek's 11 a.m. daily newscast on WDAY, Fargo, for instance. For two weeks, recently, Ernie asked his listeners for "Pennies for CARE". He didn't give anything away, but he collected $1651 in cold hard copper, from his listeners. And speaking of listeners—the *average* audience for WDAY's several newscasts each day is 68,175 families—35.7% of all the homes in WDAY's area!

Good spot programs are available in every one of the top-notch markets at the right—programs that *already have* an audience you'd be happy to capture. May we talk to you about some of them?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
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BROADCASTING
TELECASTING

Vol. 34, No. 6 WASHINGTON, D. C., FEBRUARY 9, 1948 $7.00 A YEAR—20c A COPY

1947 NET SALES

BROADCASTING Index Shows $356,690,000

ANOTHER RECORD radio year was registered in 1947, when net time sales amounted to $356,690,000, an increase of about $25,000,000 over 1946. This 7.5% increase continues an annual trend in the expanding broadcasting industry. These figures are taken from the 14th Annual BROADCASTING *Business Index* published in the *1948 Yearbook Number*, which is scheduled to be in the mails this week. The report on 1947 reflects America's current prosperity, and the increasing use of radio to advertise the products of that prosperity.

The 1948 *Business Index* documents some important new facts about the broadcasting industry:

That for the first time in radio's history, local time sales exceeded network time sales.

That spot sales, which enjoyed a great boom in the 1940-45 period, showed an 8.1% increase, but also gave further indication of a leveling off in the rate of increase over previous years.

That many of the newer stations are showing surprising strength in time sales, especially local time sales.

That television, with 19 operating stations, nosed out FM, with its 350 outlets, in time sales for 1947, although the figures here are hard to judge because returns were scattered.

These are a few of the more striking conclusions of the survey, based on a sampling of 25% of existing commercial stations. Time sales of the cross-section of stations polled also totalled 25% of broadcast revenues for the year. *Yearbook* editors believe it to be "the most complete survey yet presented." BROADCASTING has compiled annual sales figures since the first *Yearbook* was issued in 1935, the margin of error averaging less than 2%.

The 7.5% increase over 1946 compares with a 6.9% increase in the previous year, indicating that radio took the second postwar year in good stride. Gross time sales are estimated at $550,850,000 as compared with a figure of $512,420,000 for 1946. Network gross billings were an estimated $191,300,000.

Local time sales, the outstanding 1947 category, gained 16.6% over the 1946 volume, while network time sales dropped 1.1%. Local sales exceeded network sales by about 2.8%—an estimated $10,300,000 superiority.

National and regional non-network time sales (national spot business) gained 8.1% over 1946, a slight decrease from the relative gain of 1946, which was 9.7%. However, this gain exceeds the increase of 1946 over 1945 which was only 7.1%.

Regional network sales remained steady, more so than in 1946, when they showed a 10.7% decrease from the 1945 figure. Regional sales increased in 1947 by 0.5%.

Bright Picture

This, in rough outline, is the broadcasting picture for the year just past. It is a bright picture, a profitable picture, and gives every indication of a repeat performance in 1948, with only slight indications that levelling off is in the cards. [See BROADCASTING survey of radio executive opinion, Dec. 29, 1947].

The steady ascendance of the local radio business to the point where it has exceeded network business is worthy of further examination. This growth is more impressive when the fact that local sales had already registered a 350% increase over 1939 is taken into consideration. While other time sales categories showed decreases or minor gains, local sales increased 16.6% in 1946 *and* 1947.

Factors listed in BROADCASTING'S *Yearbook* as being responsible for this trend are:

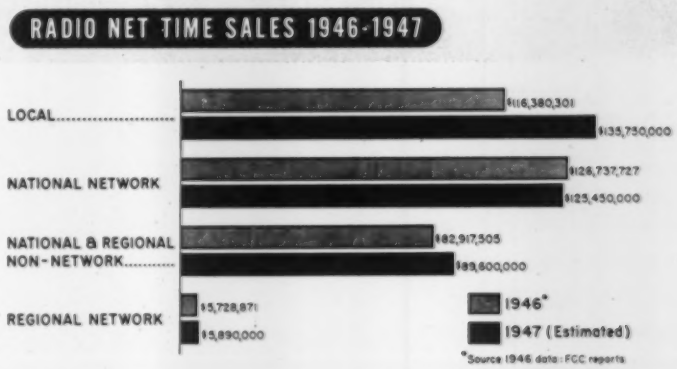
1) Expansion of general American prosperity, reaching into the smallest of radio markets.

2) Increase in the number of local markets available to the advertiser.

3) Addition of substantial numbers of stations in the older markets.

4) The increased use of ra-

(*Continued on page 82*)



FCC PROBE

Charges Hurled in Lemke Hearing

By RUFUS CRATER & JOE SITRICK

A ROUTINE Congressional hearing on FM last week turned into a potential prelude to full-scale investigation of the FCC, as agitation for a probe developed on two fronts on Capitol Hill.

Rep. Richard B. Wigglesworth (R-Mass.), chairman of the appropriations subcommittee which heard the Commission's budget requests, told the House flatly that "if the Committee on Foreign and Interstate Commerce is not in a position to conduct an investigation, it should be conducted without further delay by a select committee."

Chairman Charles A. Wolverton (R-N. J.) of the commerce committee meanwhile pledged close scrutiny of charges leveled against the Commission during his committee's hearings Tuesday and Wednesday on the Lemke Bill (H.J. Res. 78), and indicated he would oppose any move to turn a full-scale investigation over to a select committee. A resolution to empower the commerce committee to investigate the FCC was introduced by Rep. Wolverton last year, but was never acted upon.

More Criticism

Additional criticism of the Commission—directed this time against three former chairmen—came on the House floor from Rep. John Taber (R-N. Y.), chairman of the Appropriations Committee. Saying he felt he should call the House's attention to a "situation which has developed" in the Commission, he declared that former Chairmen James Lawrence Fly, Paul A. Porter, and Charles R. Denny have set up law practices and "are appearing largely before the Commission, with which they are supposed to have great influence."

Rep. Taber said he feared that present Chairman Wayne Coy would "follow the lead" of his predecessors "and retire after a little to set up a lucrative practice before the FCC." Mr. Coy, not a lawyer, was defended by Rep. Albert Thomas (D-Tex.) who said the FCC head "made a good impression on me, and I think on most of the members of the committee."

Lemke Bill Hearing

The hearing on the Lemke Bill, which would give FM a portion of the 50-mc area in addition to the present 88-108 mc FM band,

(*Continued on page 14*)

FCC Probe

(*Continued from page 13*)

started out largely as a routine proceeding. But the gravity of the charges thrown at the Commission by FM Inventor Edwin H. Armstrong and others among the 10 witnesses appeared to have convinced many commerce committeemen that a detailed inquiry would be necessary.

Rep. Wigglesworth's demand for investigation by a select committee if not by the commerce group also had an apparent effect. Returning from a recess in which he discussed Mr. Wigglesworth's statement with newsmen, Rep. Wolverton interrupted a witness to declare that "we consider it one of our most important duties as a Congressional committee to inquire into actions of regulatory groups coming within the jurisdiction of this committee."

Rep. Wigglesworth

He singled out FCC's Port Huron decision on stations' responsibility in political broadcasts [BROADCASTING, Feb. 2; also see story page 18] as containing "implications" which might justify "studied consideration" by the committee.

Rep. Wigglesworth, addressing the House during debate on the Independent Offices Appropriations Bill on Tuesday, said the testimony of the FCC [BROADCASTING, Feb. 2] "gives little indication of fundamental improvement in the operations of this agency." He continued:

Transfer of stations, with Commission approval, for considerations far in excess of cost or replacement value, continue.

Action or inaction in respect to assignment of frequencies, including the so-called Bulova stations, the New York "News" case, the Cur-Nan Co. [Brockton, Mass.] case, and certain stations in Kentucky, suggests continuance of operation on the basis of political favoritism.

The testimony of Comr. [Clifford J.] Durr in respect to his altercation with the FBI, including his statement as to Communist ownership of stations, in which he apparently regards Communist applicants in much the same light as Catholic, Protestant or Jewish applicants, and in which he indicates that he does not know that Communists advocate the overthrow of this Government, is startling.

Fear of the Commission by radio licensees still is manifest.

Mr. Chairman, freedom of the air, to the end that the people may have both sides of important questions, freely and fairly presented, is imperative to our form of government. It is vital that the FCC operate as an impartial quasi-judicial agency rather than as the political puppet of any administration that happens to be in the White House.

The commerce committee's entire two-day session on the Lemke Bill was devoted to testimony of proponents of the measure, and no date was set for hearing the opposition, which would be led by FCC. There had been speculation that the hearing might be discontinued altogether after the proponents were heard, but committeemen indicated afterward that the nature of the charges made against FCC virtually required a complete inquiry. Chairman Wolverton pleaded the urgency of legislation on the oil and gas situation in explaining failure to set a definite date for resumption.

The effects of the hearing on FCC's decision on its proposed reallocation of Television Channel No. 1 (44-50 mc) could not be foreseen immediately. Though the Commission's original proposal was to give the channel to special services, FM interests bid heavily for the band [BROADCASTING, Nov. 24]. FCC reportedly was close to action on the question when the Lemke Bill hearing was called.

GOBBLEDYGOOK

FCC Critics Amazed

"ELEMENT patterns on certain of the Commission's 'high population' jobs have been in use within the Commission for the past two years. It is felt generally that this has resulted in a more uniform application of elements used in rating performance on similar jobs which of course tends to evaluate performance on these jobs throughout the Commission in a more equitable manner . . ."

That quotation from FCC Memorandum 1659 on efficiency ratings came to light on Capitol Hill last week as talk of an FCC investigation rumbled through the corridors of the House office building. One source termed the memorandum an "eloquent example of FCC gobbledygook" and another pointed to it as typical of the "inefficiency of efficiency ratings" as practiced by that government agency.

There was a good deal of doubt in some legislative circles as to just what a "high population" job might be and there was more than a little confusion over the correct interpretation of "more uniform application of elements used in rating performance on similar jobs." Another quote that gave readers that all gone feeling appears in the second paragraph of the memorandum which says "the Committee recognizes a weakness in that they do not take into account the characteristics of each specific job. This could be overcome by analyzing jobs, in other words, know the exact duties and responsibilities of each position." Someone said that if it could be said "in other words" they should have been used, by all means, since "certainly they couldn't be as confusing as the original version."

The memorandum, signed by W. K. Holl, chairman, who is acting executive officer of the Commission, is accompanied by a second sheet labeled "Standard Element Patterns for Efficiency Ratings Applicable to Positions thru CAF-4" which lists something like a dozen positions. Each is followed by what is called an "element pattern" and lists a series of numbers such as "Clerk (File) 3, 4, 6, 7, 11, 12, 16, 19." At the bottom of the sheet is the notation: "If pattern does not lend itself to a particular job due to a specific job requirement, rating official may deviate, but each element of deviation must be fully explained on reverse side of rating form 51."

The job held by Mr. Holl is one of those about which the House Appropriations Committee suggested in its report released Jan. 30 "that consideration be given to reduction in the proposed expenditures in respect to . . . the executive officer and assistants."

Drawn for BROADCASTING by Sid Hix

"Poor 'Herman's going to end it all—his Booperating was 16th this month!"

FCC Comr. George E. Sterling, former chief engineer, and other Commission representatives were on hand throughout the session.

Dr. Armstrong, long the principal critic of FCC's 1945 decision to shift FM from the low band to the high, carried the weight of the testimony for the Lemke Bill and received high praise from Chairman Wolverton when he had finished. Mr. Wolverton said it was "one of the most interesting statements ever given before this committee," revealing the difficulties not only in perfecting an invention but also in putting the invention into general use when "blocked by views that have been proved to be wrong."

Some 17 of the commerce committee's 26 members attended at least portions of the two-day hearing.

Though all witnesses favored the Lemke measure, there were differences over the use to which the 50-mc region should be put by FM. Dr. Armstrong and Stromberg-Carlson, for example, said it should be used for relays and wide-area service to small communities, though Dr. Armstrong felt "the exact manner of its use" should be "ultimately determined by conference between the Commission and the radio industry." Zenith Radio Corp. insisted that the low band be used primarily for broadcasting. FM Assn. felt it should be allocated solely for wide-area relays.

Armstrong Reiterates Plea

Dr. Armstrong, renewing his insistence that FCC reallocated FM on the basis of erroneous information and against the greater weight of evidence, told the committee that "I can't practice engineering under such circumstances." He said he wouldn't "go through with the development of another invention myself" so long as the powers now delegated to the Commission are in existence.

"The Congress has delegated to the Commission the power to be wrong," he declared. Later he said he felt the law should require FCC to abide by "the weight of evidence" in reaching its decisions.

When Rep. James I. Dolliver (R-Iowa) expressed concern about his statement that he would develop no more inventions, he said he meant that in the future he wouldn't himself attempt to put any inventions into general use.

Dr. Armstrong reiterated his charge that FCC's 1945 allocations report had been altered to show that K. A. Norton, then an FCC engineer and now with the Bureau of Standards, had been able in a secret hearing to substantiate his theories on which FCC relied in its reallocation of FM. Actually, he said, the confidential report on the hearing—confidential for security reasons—had indicated

(*Continued on page 83*)

CONVENTION

NAB to Limit L. A. Session to Management Topics

By J. FRANK BEATTY

FAST-BREAKING convention for top management delegates, with high-level policy matters dominating a two-day agenda, is planned when the NAB membership meets at the Biltmore Hotel, Los Angeles, May 17-18, just eight months after the 1947 meeting at Atlantic City.

The management convention heads a week-long series of business and entertainment events which will include an industry engineering conference May 20-21 [BROADCASTING, Feb. 2], the May 19 NAB golf tournament for the BROADCASTING trophies and a five-day equipment exhibit.

First West Coast convention since 1940, the meeting also marks transition from spring to autumn industry gatherings under NAB board policy adopted last May.

Adoption of a tentative two-day agenda is experimental. It is based on the theory that the industry has outgrown the pattern of past conventions, with station department heads and technical personnel taking part in specialized clinics as well as three or four-day programs. These clinics will be held next fall during area-district meetings.

Contracts were signed last week by NAB with the Biltmore and other Los Angeles hotels. They had been delayed by conflicts in Biltmore dates.

For the first time the convention will not include election of directors-at-large. Under new NAB by-laws these directors will be nominated and elected by mail ballots. Ernst & Ernst, accounting firm, will mail nominating ballots Feb. 16 for directors-at-large to represent large, medium, small, FM (A) and FM (B) stations.

Four Nominations Each

Four names will be selected as nominees for each of the two directorships among large, medium and small stations, with two nominees for each of the single directorships for FM groups. Should nominating ballots fail to produce the required number of nominees, NAB directors will add the necessary names.

In addition, member stations in even-numbered districts will nominate directors this year. Odd districts elect in odd years.

The directors-at-large will be elected by the member stations in each particular class instead of by all stations as in the past. Certification forms for voting were sent to stations in January.

Nominating ballots must reach the accounting firm by March 2 to be eligible. Election ballots will be mailed to members March 15 and must be in the firm's hands by March 30.

Southern California broadcasters have been working for some time on an entertainment program scheduled to be in the best Hollywood tradition. Among proposals is a pre-convention trip up famed Mt. Wilson to inspect Los Angeles television stations.

Management delegates will register Sunday, May 16, at the Biltmore Hotel, where all meetings will be held. Engineering delegates will register Wednesday. Separate pre-convention registration forms will be mailed within two or three weeks by C. E. Arney Jr., NAB secretary-treasurer, who has arranged all NAB meetings for nearly a decade.

Delegates planning to stay at hotels with which NAB has contracts must reserve rooms through the association, which has optioned what it believes will be adequate space. These hotels are the Biltmore, Alexandria, Ambassador, Clark, Commodore, Figueroa, Gaylord, Hayward, Hollywood Plaza, Hollywood Roosevelt, Knickerbocker, Mayan, Mayfair, Rossyln and Town House. Mr. Arney has asked members to withhold requests for rooms until plans are complete.

Opening day's agenda is tentatively slated to include the annual report to the membership by President Justin Miller, routine convention business, a luncheon session and an afternoon of discussion of the Standards of Practice. The code is slated for further revision at the board's Feb. 24-26 meeting at Hot Springs, Va., with members receiving copies in March. Code views of the membership likely will be reviewed at the board's post-convention meeeting May 19, with possibility code will go into operation during the summer.

Scheduled Monday night is a membership banquet, to be addressed by an outstanding speaker. All other industry problems must be disposed of at the Tuesday morning, luncheon and afternoon sessions, but it is believed this can be done under the limitation to management-level subjects. Entertainment program is scheduled at a Tuesday night banquet.

Board Meeting

The retiring board will meet in advance of the convention, with Saturday as the tentative date.

The engineering conference Thursday and Friday will be the largest in industry history. It will include events formerly held at the Ohio State Broadcast Engineering Conference, suspended during the war.

Problems to be discussed include international allocations, now assuming unprecedented industry importance; FM, TV and facsimile; panel discussions of engineering developments; FCC-industry roundtable similar to that held at Atlantic City last autumn; report on recording and reproducing standards.

Participating forms for NAB associate members who plan to exhibit equipment and services were to be mailed over the weekend.

Facilities for 10 heavy equipment exhibitors will be provided in the Biltmore ballroom and foyer, which are connected by a wide passageway. Available space will be about 6,000 feet, equaling that at the 1946 convention held in the Palmer House, Chicago.

Only available power supply, it is understood, is 110-v 60-cycle AC single phase. Though the floor will support heavy equipment, having a strength of 125 pounds per square foot and equaling that of the Atlantic City convention hall, the ceiling probably won't permit erection of some of the high antennas shown last September.

73 Sample Rooms

Other exhibitors will use the sample rooms on the second or exhibit floor, with 73 rooms available. These rooms have rollaway beds, carpets and minimum furniture. The "silent" restriction of the Atlantic City convention, which was sharply criticized by many exhibitors, will not hamper Los Angeles displays.

Exhibitors will have access to the ballroom-foyer and exhibit floor display rooms at noon May 13. Exhibits are to be ready the night of Sunday, May 16. They will be opened to the convention during these hours: Monday, 9 a. m.-5 p. m.; Tuesday, 9 a. m.-5 p. m.; Wednesday, 9 a. m.-10 p. m.; Thursday, 9 a m.-9 p. m.; Friday, 9 a. m.-5 p. m. Dismantling is not to start until 5 p. m. Friday.

NAB will provide exhibitors with uniform signs at no extra cost. Other signs will be limited to second-floor exhibitors.

O.K. ON BING

Recorded Network Shows Allowed

CLARIFICATION of the temporary settlement between James C. Petrillo and the major networks [BROADCASTING, Feb. 2] came last week when the union chief made it clear that his ban against recorded music did not include recorded or transcribed network programs.

Mr. Petrillo's rescission of the ban will permit such shows as Bing Crosby, *Abbott & Costello* and Groucho Marx on ABC to continue recorded or transcribed. In his original temporary settlement with the networks he had approved recorded repeat broadcasts.

The new order applied only to programs broadcast one time only by networks.

His order, it was pointed out, like all other terms agreed to by Mr. Petrillo and the networks at the time of the extension of network contracts, is in effect for only 60 days.

AFM and the networks are preparing to resume negotiations for contract renewals March 1.

Meanwhile, as a result of one provision in the temporary settlement with the AFM, networks were proceeding with the duplication of their programs on AM and FM facilities. Extent of FM broadcasting of the network schedules was not immediately known, although it was believed to be considerable.

Advise Affiliates

All networks advised their affiliates that FM stations must carry all network commercial programs (within the hours of the FM operations) if they carried any. The carrying of network sustaining shows was left to the option of the stations.

NBC specifically forbade FM outlets to sell time around network programs, it was learned. Other chains did not issue such orders.

Industry opinion as to the turn future negotiations with the union president might take was temperate. Most sources regarded as major concessions Mr. Petrillo's agreements that networks could not be held responsible for hiring policies of their affiliates and that FM duplication would be at least temporarily allowed.

All, however, expressed doubt that the course of future negotiations would proceed as smoothly. After March 1, when the conferences between the union president and the networks are scheduled to be resumed, the difficult questions of music for television, pay scales for network musicians, and permanent settlement of FM duplication will be taken up. All are likely to produce conflict.

Recruiting to Sponsor

U. S. ARMY and U. S. Air Force Recruiting Service effective Feb. 14 will sponsor Goodman and Jane Ace in a half-hour program titled *Mr. Ace and Jane*, Saturdays, 7-7:30 p.m. on CBS. N. W. Ayer and Son, New York, is the agency.

INTRA-STORE TV

Sales Can Rise 200%

A DEPARTMENT store which aggressively uses intra-store television today can increase store traffic by as much as 30%, sales of video-promoted merchandise by as much as 200% above normal, according to a report made last week by the Bureau of Retail Research of New York U.'s School of Retailing. The bureau conducted a survey for Allied Stores Corp. The extensive study, comprising some 5,000 consumer interviews, was made over a five-month period and covers visits of the Allied-RCA Television Caravan to 13 stores in as many cities.

In a nine-point summary of the value of intra-store television as a sales promotion medium, the report stated:

"1. A store can increase its store traffic by as much as 30% by the aggressive promotion of intra-store television, while television is still new to the public.

"2. Ten percent of this augmented store traffic will be made up of completely new customers (shoppers who do not patronize the store either regularly or occasionally).

"3. Shoppers coming to the store will buy. Four out of every ten shoppers will buy merchandise when they come to see the television show. One quarter of these purchasers will buy articles they had not planned to buy.

"4. Merchandise suitable for televised sales promotion or demonstration should be moderately large, definite in outline, and should not depend on color, scent, or feeling for sale; it should have some inherent news or interest value.

Suitable Merchandising

"5. Merchandise suitable for television promotion will show marked sales increases—increases up to 200% of normal.

"6. Intra-store television on a regular and continuous basis will amplify the effect of interior display and demonstration, and will promote the sale of merchandise distant from the heavy traffic centers of the store.

"7. The shopper approves of intra-store television, she says it makes her shopping easier.

"8. The consumers want television; 84% of those interviewed would like television receivers in their own homes, and say they will pay prices at which the industry may well be able to provide sets.

"9. While television is still new to the public, it attracts enough additional traffic to the shopping area to increase the sales opportunities of stores not showing television."

Of the 5,000 customers and shoppers questioned, 62% thought that intra-store television would make their shopping easier, but even more, 76.2% believed that shopping would be easier if they had video sets in their homes, as television would: (1) Tell them where they could buy what they wanted; (2) save them time and energy; (3) help them decide what to purchase; (4) show merchandise in use; (5) constitute a convenient advertising medium.

When asked about home television sets, 84% said they wanted them and 45% expressed willingness to pay from $100 to $300 for a set, with only 10% expecting to get one for less than $100. Programs desired were music, drama, sports and variety, in that order.

The Allied RCA Television Caravan, utilizing nearly $100,000 worth of video equipment transported in six motor cars especially built for the tour, was on the road about six months, visiting more than 20 Allied stores and staging an intra-store video demonstration in each. Samuel H. Cuff, former manager of the DuMont television station in New York, WABD, headed the caravan operation.

EFFECT of intra-store television demonstrations of merchandise on the sale of those products is indicated by the following data, showing the sales increase over normal during the week of the Allied-RCA Television Caravan visit to one store of products advertised by the intra-store demonstrations.

Kemtone paints	11½%
Koroseal curtains, aprons, clothes bags	17%
Westinghouse fans, ovens, blankets	35%
U. S. Rubber Keds and Gaities	47%
Presto Cookers	88%
Hickok men's accessories	237%

MIDWEST CO-AX

St. Louis-Chicago Linked

By JOHN OSBON

MIDWEST network television appears a certainty by year's end, the Illinois Bell Telephone Co. indicated last Tuesday with announcement of completion of its coaxial cable link between Chicago and St. Louis.

Extending 363 miles via Terre Haute, Ind., the link is a vertebrae of AT&T's "backbone" cable system currently being installed on a nationwide scale.

Its development is regarded as of primary interest to NBC Central Division, which recently announced it was pointing for a Sept. 1 opening of WNBY Chicago and possible network program service by Jan. 1, through three midwest affiliates now in operation—KSD-TV St. Louis, WWJ-TV Detroit and WTMJ-TV Milwaukee. To that end, NBC had pushed ahead its TV plans a full four months.

Informed TV sources in Chicago have reached these conclusions on the heels of Illinois Bell's announcement—

● NBC will utilize in its proposed network the new coaxial cable link rather than microwave radio relay, a decision which, until recently, had not been made public, with regard to the midwest TV network plans.

● NBC will employ the co-ax to inaugurate a regional exchange of network program service between WBNY Chicago and KSD-TV St. Louis late this year or early in 1949.

When informed of the development, I. E. Showerman, vice president in charge of NBC Central Division, told BROADCASTING:

"If our plans come off as scheduled—if WBNY begins operation by Sept. 1 and our other midwest AM affiliates join us in our proposed TV network—we will probably use the coaxial cable link as the means most readily available."

(In the midwest region only one radio relay link—WBKB's Chicago-South Bend hookup—exists at present.)

While installation of the Chicago-St. Louis link is heralded as an important forerunner of midwest TV transmission, it does not signify immediate video network service, Mr. Showerman and telephone company officials pointed out. A considerable amount of additional equipment and special engineering is needed before the cable can transmit TV programs between these cities. Illinois Bell predicted, however, that completion for TV purposes is probable by late 1948.

Chicago-St. Louis hook-up entails some 63 circuits, with expectation of about 600 by the end of 1948. A proposed coaxial cable link running directly between Chicago and St. Louis is still on the drawing boards for the next few years, it is understood.

Illinois Bell also revealed the substance of a "television progress report," submitted to Hale Nelson, vice president of IBTC in Chicago, by K. T. Rood, of the Long Lines Department in New York. With respect to the company's coaxial cable link between Chicago and New York, he predicted equipment for television transmission will be completed early in 1949, opening the way for video network service over this route.

Mr. Rood's report also alluded to construction of relay towers between Chicago and New York. Project is slated for completion in 1949 [BROADCASTING Dec. 15]. Such a route also would provide for "branching facilities to such major cities as Pittsburgh and Cleveland," AT&T last December had promised TBA in New York.

Relay chain will consist of towers

(Continued on page 87)

STANDARD van-type delivery truck is used by WWJ-TV Detroit for transporting remote control equipment and as a portable control booth. No cables connect the remote transmitter to the main office in the Penobscot Bldg. tower. Instead, the parabolic antenna, commonly called "the dish" (atop the truck) telecasts the signals to the tower where they are picked up and rebroadcast. If no electricity is available on the spot, a gasoline generator, towed on a trailer, provides the power.

BOSTON CLINIC *TV Experts Convene*

THE FIRST MEETING of the Yankee Network Television Clinic was held Feb. 3 at the Hotel Somerset, Boston, with more than 300 prominent Boston advertising executives and members of the press in attendance.

Speakers included: J. R. Poppele, vice president of Bamberger Broadcasting System and president of the Television Broadcasters Assn.; Jose DiDonato, director of television, Edward Petry and Co., and Linus Travers, executive vice president and general manager of the Yankee Network.

Mr. Travers explained that the purpose of the clinic was to provide a clearing house for the exchange of ideas and to offer a constructive pattern of cooperation in the new medium.

A prediction that video interest in Boston would "skyrocket" once a TV station commenced transmissions was made by Mr. Poppele. He estimated that before the end of 1948 there would be at least 50 television stations operating nationally and from 750,000 to 1,000,000 receiver sets in use, with each averaging six viewers.

In regard to the commercial side of television, Mr. DiDonato stated that "one picture is worth 10,000 words." He admonished that "these must be active pictures, not static, and in giving a sales message you must interpret it into a convincing picture story. With television as a sales medium, the sponsor can dangle his merchandise before the eyes of millions, politely, engagingly, and inoffensively."

Video Wanted

Mr. DiDonato explained that video was welcomed more eagerly than any other type of medium by advertising agencies "for they have nothing to lose and much to gain."

The Hotel Somerset will also be the scene of the second session of the clinic scheduled for Feb. 12. Featured guest speakers will be Russ Winnie of WTMJ Milwaukee and Leonard Hole, associate director of television for CBS.

At Yankee Network Television Clinic's first meeting (l to r): Mr. DiDonato, Mr. Travers, Mr. Poppele and Thomas F. O'Neil, vice president of the network.

GE Making Transmitters For Coast TV Stations

TELEVISION transmitters for ABC stations in San Francisco and Los Angeles will be made at General Electric's plant in Syracuse, N. Y., C. A. Priest, manager of GE's transmitter division at Electronics Park, announced Tuesday.

Mr. Priest said both transmitters will be of 5-kw capacity.

Plans for transmitter and studio installations will be announced later.

WESTERN UNION *TV Network Lines Planned*

By BRUCE ROBERTSON

PLANS of the Western Union Telegraph Co. to enter the video network facilities field make good news for television broadcasters who are eagerly waiting for network program service as well as for those who are attempting to organize networks for television.

And the good news is made better by WU plans to start off its video service with a two-way microwave relay picture service between New York and Philadelphia. This service is expected to be operating in advance of the national political conventions to be held in the Quaker City in June and July, provided, of course, that the required license is granted.

Western Union television relaying is a natural outgrowth of the company's activities in the radio relaying of telegraph messages, for which towers spaced 30 to 50 miles apart already have been erected and equipped in a triangular system extending from New York to Washington via Philadelphia, from Washington to Pittsburgh and from Pittsburgh back to New York, plus a second New York-Philadelphia circuit.

Utilizing a 150-kc carrier system capable of providing 576 teleprinter channels operating in each direction, the radio beam telegraph network is being used experimentally between New York and Philadelphia. It handled most of the telegraph service between those cities during the blizzard along the Eastern seaboard which damaged some of the WU wire lines. Experimental telegraph service via the radio beam relay will be established shortly between New York and Washington, and just as soon as equipment adjustments are made, the two connecting circuits to Pittsburgh will be completed.

Early TV Interest

Col. Julian Z. Millar, WU radio research engineer, told BROADCASTING that his company's interest in television dates back to 1944, when wartime developments made possible the use of microwave carrier systems. In the summer of 1945, he said, RCA's patent license agreement with WU was broadened to include sound broadcasting and television program relaying as well as telegraphy. In addition to the RCA licenses, which also include rights under General Electric, Westinghouse and Sperry Gyroscope, and under AT&T patents for certain purposes, WU is licensed by Prof. E. H. Armstrong for the use of FM in public service communications.

For more than two years, while erecting and testing its first radio beam telegraph relay circuits, WU studied the problems of video relaying and prodded manufacturers for the necessary commercial equipment, Col. Millar said. There were many technical problems to be solved and the task was not an easy one, he added. But by last fall WU could see its way clear to do the video relaying job on a firm technical basis, using a new heterodyne klystron tube developed by Sperry, in connection with Philco equipment.

Such video beaming apparatus, operating in the 6000-mc band, is now being installed in WU towers along the New York-Philadelphia route, Col. Millar reported, to provide two-way intercity service for television pictures. The accompanying sound signals, he said, will initially be transmitted by other means, probably a regular telephone sound network wire hookup.

Eventually, Col. Millar explained, the sound as well as the video signals will be radio-relayed. One attractive future possibility would be to transmit several sound channels over a single radio beam especially designed for the purpose. At present however, WU prefers to concentrate on delivering a reliable picture signal.

Signal Possibilities

The equipment now being installed, he stated, can transmit video signals over each intercity circuit with a 44 DB signal-to-noise ratio which, allowing for a 9 DB inter-connection loss in transcontinental transmission, would deliver pictures on the Pacific Coast with a 35 DB signal-to-noise ratio, which would be completely satisfactory to the viewers.

The WU picture relaying system is unique, he said, in that each leg is reversible, so that it can be used in either direction. The reversing process is at present done manually, requiring some 10 or 12 minutes, but research engineers are now working on the development of a motor-driven microwave wave guide switch which would provide an automatic instantaneous reversal.

Present video network service in and out of Philadelphia includes Philco's radio relay circuit to or from New York and AT&T's coaxial cable which provides two-way New York-Washington serv-

(*Continued on page 86*)

Television stories, on other pages, in this issue:

Intra-Store TV Surveyed ..... p. 16
Midwest Co-axial Line Finished ..... p. 16
WNBT Rates Increased ..... p. 26
TV Selling Power Tested on WABD ..... p. 31
Carleton Smith to NBC Television ..... p. 44
Preakness Rights Acquired by CBS ..... p. 46
B&W Starts Television Sports ..... p. 46
Milwaukee Video Acceptance Polled ..... p. 62
New Yorker Hotel Adds Television ..... p. 62
Telecast to Get Chicago Television City Plans ..... p. 86
Video Subsidiary Formed by Ziv ..... p. 87
WCAU-TV First Commercial Rate Card Issued ..... p. 88
Mullen Confers on NBC Television Plans ..... p. 89
Seven Stations Renewed ..... p. 90
Eight TV Construction Permits Granted ..... p. 93
13 More Apply for Television ..... p. 93

For television personnel changes, programs, etc., see various notes departments in this issue.

House Boosts FCC Grant by $60,000

Record Peacetime Appropriation, $6,300,000, Is Approved

DESPITE demands for a Congressional investigation of FCC (see story page 13), the House last week, by a vote of 339 to 10, approved a record peacetime appropriation of $6,300,000 for the agency. Senate sources expressed satisfaction with the House action and indicated prompt approval without any major changes.

The amount, although $240,000 less than the President had requested [BROADCASTING, Jan. 19], was still $60,000 in excess of the $6,240,000 grant under which the Commission is operating now.

The $60,000 increase, according to Rep. Charles R. Robertson (R-N. D.) of the Appropriations Committee, provides approximately two-thirds of the amount requested for within-grade promotions.

No provision was made for increased activity, Mr. Robertson said, since the committee feels, generally speaking, that with the experience gained thus far in the postwar period in processing of applications and licenses of all types, the Commission should normally have within itself "an increased efficiency to extend to a point where a larger number of applications can be handled."

President Truman had said previously that a $300,000 increase over the current fiscal year was required chiefly "to provide implementation of recent comprehensive revisions of international agreements pertaining to telecommunications, and to meet increasing workload in the nonbroadcast radio services."

Murphy Sells KSO; Price Near $450,000

KSO DES MOINES, CBS affiliate on 1460 kc with 5 kw fulltime, has been sold by Kingsley H. Murphy, sole owner, to Tri-States Meredith Broadcasting Co. for approximately $450,000 it was disclosed last week. Deal is subject to FCC approval.

Purchaser is a new firm, owned equally by Tri-States Theatre Corp. and Meredith Publishing Co. Tri-States, headed by A. H. Blank, pioneer movie exhibitor, operates theatres in Iowa, Nebraska and Illinois. Meredith Pub. Co., Des Moines, publishes *Better Homes and Gardens* and *Successful Farming*. Mr. Murphy is understood to be relinquishing his radio holdings to devote fulltime to his other interests in the Twin Cities newspaper field.

Application for Commission consent to the transaction is to be filed Feb. 16. KSO-FM, included in the sale, is due to begin operation shortly.

Tri-States Meredith Broadcast-

(*Continued on page 85*)

POLITICS — Broadcasters May Ask Libel Protection

A BELIEF was mounting last week that bonded protection or insurance against libel suits will be required by many broadcasters as a condition on the sale of political time if the precedential views contained in FCC's Port Huron ruling [BROADCASTING, Feb. 2] are allowed to stand.

This was one of the first potential trends seen in the early reaction of station owners and radio attorneys after studying the interpretation of the political section of the Communications Act (Sec. 315) as handed down by a 4-to-2 vote of the Commission in a proposed decision to grant renewal to WHLS Port Huron.

But many broadcasters said their first impulse on reading the majority's views—that a station may not censor political scripts for libel, but won't be held accountable for damages in event of suit—was to reject all political broadcasting, even though national elections are around the corner.

Institute Policy

There were reports that some broadcasters already have instituted such a policy, even notifying Congressmen they will discontinue the use of the Congressmen's transcribed "reports to the home district," for fear of political implications.

FCC's ruling appeared to have drawn almost unanimous opposition of broadcasters, radio attorneys, and the Congressmen who publicly voiced any view on it.

NAB President Justin Miller said he was "100% in accord with the separate opinion of Comr. [Robert F.] Jones." (In his opinion, Mr. Jones roundly criticized the majority's interpretations, labeled them "dicta," and charged that FCC had no right to issue them.)

One Congressman said if he were general counsel for a network he would be inclined to advise against the use of any political broadcasts. Chairman Charles A. Wolverton (R-N.J.) of the House Interstate & Foreign Commerce Committee said he felt FCC's action contained "implications" which would bear consideration by his committee.

But observers felt—and FCC authorities did not deny—that stations which rejected all political speeches might "find themselves in a situation" so far as the Commission is concerned. It was pointed out that FCC has indicated repeatedly that it questions whether a licensee is serving public interest by refusing to make time available for political discussions.

The idea of "insurance" or surety bonds against libel suits was advanced as the safest means of compliance with FCC's attitude toward the use of political broadcasts and its proposed ruling that such programs may not be censored for any purpose. There was widespread belief among radio lawyers that FCC had no authority to waive the responsibility of broadcasters for libelous or defamatory material carried on their stations, and that the "waiver" might well prove ineffective and expensive if put to an actual test.

It was suggested in some quarters that stations might adopt a policy requiring candidates for public office to give a surety bond, as protection for the licensees in event of suit, before permitting

(*Continued on page 93*)

ABC STOCK — Limited Offering To Affiliates

ABC is preparing a stock registration statement to be filed with the Securities Exchange Commission before the end of the month, looking toward approval of a limited stock offering to affiliated stations [BROADCASTING, Feb. 2] it was learned last week in New York.

The precise amount of stock contemplated in the proposed registration was not known, but it was understood to be less than the roughly $15,000,000 worth of stock considered as a public offering by the network some time ago. ABC withdrew its application to the SEC for approval of the public issue to "await more favorable market conditions," a spokesman said at that time.

Although SEC approval of the proposed new registration could hardly be expected this or next month, it was known that ABC intended to discuss the stock offering, on a tentative basis, with its affiliates at meetings scheduled to begin Feb. 16.

The Feb. 16 meeting of Southern affiliates in Atlanta will be attended by Mark Woods, ABC president, who is expected to outline the network's plan to offer stock to its member stations.

Mr. Woods is also to appear at subsequent affiliates meetings throughout the country and to bear similar messages to them.

Although ABC was refraining from public comment on its new stock proposal, it was believed that the network was seeking capital to finance expansion, particularly in television.

O'Dea, Bess Group Dickers For WOV

10% Interest in WNEW New York Would Go to Bulova

A NEW EFFORT to clean up radio's last "duopoly" case through sale of WOV New York to Richard E. O'Dea, veteran broadcaster and part owner of WOV and WNEW New York; Herman Bess, sales director of WMCA New York, and Harry S. Reichenstein, Newark plastic manufacturer and city chief clerk, was in negotiation last Friday with Arde Bulova, New York watch manufacturer and broadcaster, and his brother-in-law, Col. Harry D. Henshel.

The new transaction is understood to entail a cash consideration of $300,000 plus the 10% interest of Mr. O'Dea in WNEW. Mr. O'Dea would relinquish his ownership of 20% of the Class B stock and 50% of the Class A stock he holds in WOV, plus the 10% interest in WNEW for one-third of the common stock and all of the preferred stock in a new corporation controlling WOV to be known as General Broadcasting Co. He also would be retained in an executive capacity for approximately $15,000 per year.

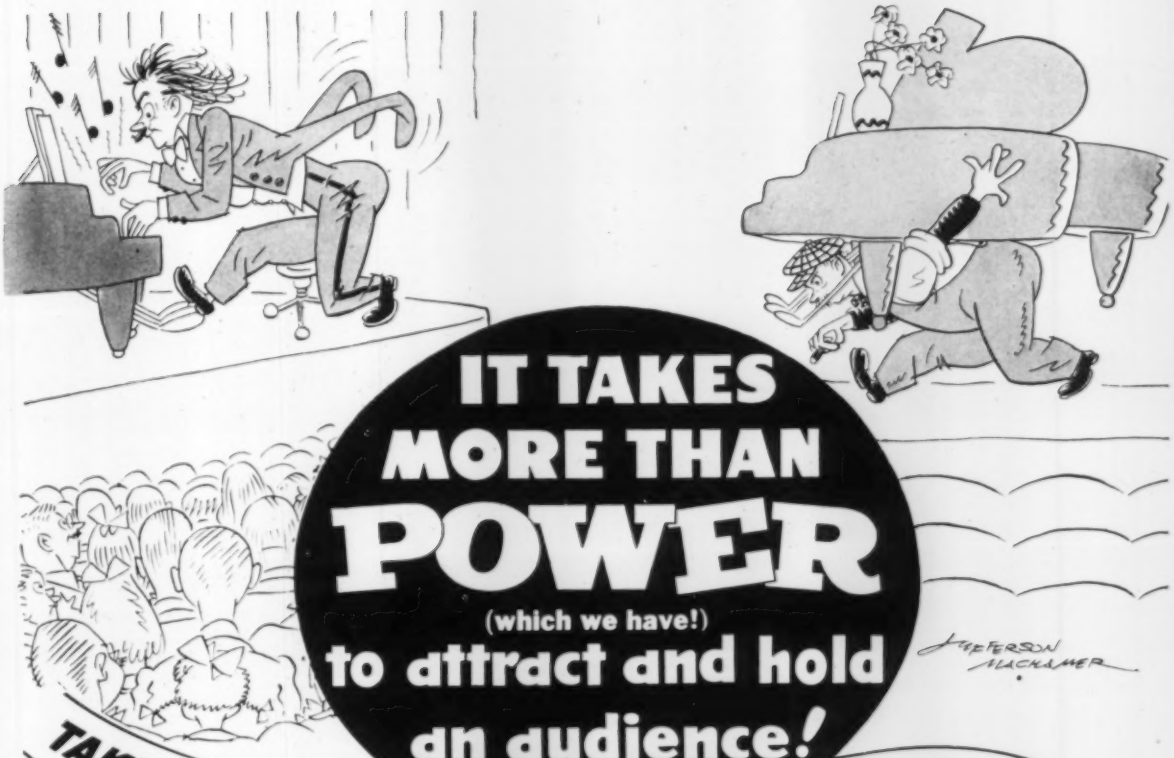
Litigation Held Up Sale

Now the controlling owner of WNEW as well as WOV, Mr. Bulova has made several efforts to dispose of the station, but until recently was unable to consummate a transaction because of pending litigation. The U. S. Supreme Court last fall refused to disturb the FCC decision denying transfer of the station for $300,000 to the Mester Brothers.

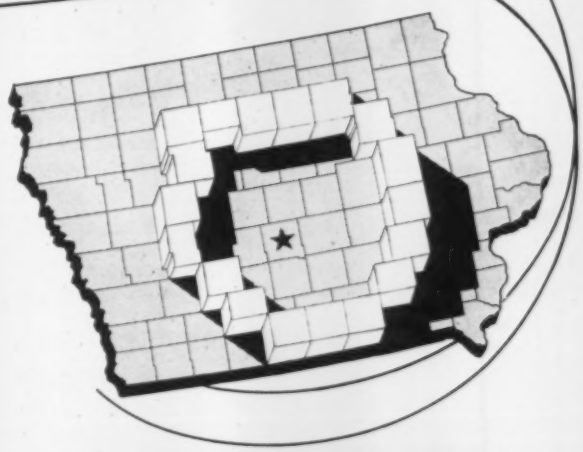
Mr. Bess, it is understood, will resign his WMCA post to take over active commercial direction of WOV. He would acquire one-third of the common stock in the new WOV corporation, with Mr. Wallenstein holding a similar one-third interest. The new company would acquire the 80% Class B stockholdings and 50% Class A stockholdings of Messrs. Bulova and Henshel for the $200,000 figure plus the 10% WNEW interest. The Wodaam Corp., now licensee of WOV, has roughly $150,000 in liquid assets. Mr. O'Dea originally was the owner of WODA in Paterson, N. J., which was merged with other station interests acquired by Mr. Bulova to establish the fulltime 50,000-w WNEW. It was from this transaction that Mr. O'Dea procured the minority interests in WOV and WNEW and held executive status on WNEW at $15,000 yearly.

Mr. Bess, a veteran radio sales executive, was vice president in charge of sales of WNEW for nearly a decade, having joined WMCA within the last year.

WNEW is owned 51% by Mr. Bulova; 29% by Milton F. Biow, head of the Biow Co., advertising agency; 10% by Mr. O'Dea, and 10% by Vincent Dailey, New York



TAKE THESE 18 IOWA COUNTIES, FOR INSTANCE



AFTER all is said and done, people select their radio stations very much as they select their other entertainment—*by the merit of the material offered.*

The ring of eighteen Iowa counties shown at the right is served by *many* stations which would logically have better listenership than WHO, if geography and signal strength alone were considered. Yet according to the 1947 Iowa Radio Audience Survey, WHO's average percentage of listenership in those 18 counties, from 5:00 a.m. through 6:00 p.m., *is 58.5!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for Survey and see for yourself.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

Duane Jones Finds

PREMIUMS PAY OFF

With Dividends

By MARY ZURHORST

THERE is a picture of Thomas E. Dewey hanging on the wall in Duane Jones' office. "That's the only account we ever had that we couldn't use a box top on," says Mr. Jones. "If we could have, he might be in the White House today."

If the industry's biggest premium agency could have sent out flower seeds to promote Mr. Dewey, undoubtedly Duane Jones not only would have gotten him into the White House in 1944, but would also have known two months in advance how many votes he would pull in each county of the 48 states, and could have prorated the cost of each voter at the rate of 8.7c.

Duane Jones does business arithmetically, not aesthetically. It is a hard-hitting, cold cash agency that operates with a financial slide rule as accurate as a Wall Street ticker tape.

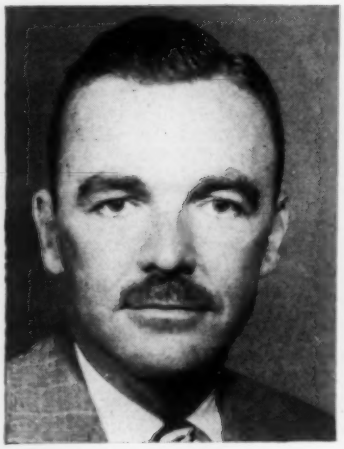
"Had to pull the Victory Sword lapel pin the sixth day. If the offer had run the usual ten days we would have run out of pins. We know by the first day within 5% of what the total will pull. Average return for one client is 300,000 per show."

That is a three-second sample of a Duane Jones conversation. He sits behind his desk at 570 Lexington Ave., New York, and fires facts and figures in a machine gun monotone that would drive a court stenographer psychopathic trying to keep up with him.

The Ability to Sell

He fast-talks like a man who has his clients and their customers in the palm of his steady hand. And he has. Had he lived in the Middle Ages he could unquestionably have settled the discussion of how many angels can roost on the point of a pin—and would have sold each angel a can of Bab-O.

Reggie Schuebel, radio director.



Ralph Smith, executive vice president and board member.

Duane Jones, president of the New York agency.

The uncanny Jones calculations have paid off as he knew six years ago that they would. The company started with 15 people, 3 accounts, $1,200,000 on the books.

As of December 1947, Duane Jones Agency had 31 accounts, 156 employees, and is billing at the annual rate of $14,000,000.

The firm bills about $8,000,000 yearly in air time. And 60% of their advertising goes into radio. Latest count listed 84 products promoted for their 31 clients.

* * *

B. T. Babbitt Inc., New York, maker of Bab-O, Babbitt's Cleanser, Lycons, Wet-Me-Wet, is the "cornerstone account." It was among the original three accounts. The others were Tetley Tea and Mueller Macaroni — still clients, also.

Radio gets 95% of Bab-O's advertising appropriation. This amounts to over $2,000,000 a year, and has made it, according to Mr. Jones, "the top selling cleanser."

When Duane Jones got the account in 1935, Bab-O was in 7th place among cleansers. Now it is the No. 1 dollar volume cleaner. Sales have increased over 1100% since Jones took it over. Last year the stock was offered to the public and is now listed on the Big Board.

Division of Budget

The advertising money goes into the CBS *David Harum* show, NBC's *Lora Lawton*, (both Hummert productions) and WEVD New York's *My Mother and I*, all daytime serials.

As the showcase of the Jones formula for successful selling, Bab-O for 12 years has had two network commercials a day, five days a week, 52 weeks a year. The same sales messages have been used with hypnotic repetition for those 12 years with practically no change. Says Mr. Jones, "We don't believe in firing a successful salesman."

Four times a year with the regularity of the seasons, the company offers premiums for a Bab-O label and a small sum "to cover cost of mail and handling." If 400,000 listeners respond, Duane Jones knows—and accurately—that 200,000 are old customers, 200,000 new. A few months later, when their research department checks on these families, they find that half, or 100,000, have become new, permanent and dependable Bab-O users. Thus they will join the "steadies" that form the nucleus for the next premium offer. And so on *ad infinitum*.

Mathematical Conclusions

Figuring each customer as using a can of Bab-O about every two weeks, she will use a case of 24 cans a year. With each premium campaign, the average return is about 8c per customer. Each new customer costs 16c. A steady customer costs 32c a year. Thus, says Mr. Jones, the agency deals not on theoretical measurements of advertising, but in the simple arithmetic of getting new customers at a profit.

This "checkable advertising" is the basis of the Duane Jones Agency. The premium is merely the "frosting on the cake," the closing on the sale, explains Ralph Smith, executive vice president and member of the board.

With commodity items like Bab-O, the agency prefers concentration rather than mere widespread circulation. "We would rather have a million listeners and have them do what we say than have twelve million listeners who are merely entertained," Mr. Smith says.

* * *

THE essential elements for the Jones operation are a sound reason-why copy story, concentration, repetition and low-cost circulation, with premium forcing methods as the key to the customer door. "We don't sell advertising on faith, or as a device to build good will," Mr. Jones proclaims realistically. "We use it as a device that brings back sales."

Buys Through Hummerts

Backing up the proposition, Mr. Smith adds that in the package field in which Duane Jones deals, "the best way to create good will is to get people to use the product. When they use it and like it, they are customers—and create the kind of good will banks lend money on—that is, actual sales."

The Jones Co. buys its network daytime serials—five in all—exclusively through the Hummerts. Average cost per show is estimated as under $2,500 weekly for talent. For $800,000 up a year the agency can put on a daily coast-to-coast network program.

"We use the high cost shows, too," Mr. Jones cagily points out. "We go in and around them with our small shows and cash in on their audience and time."

He disregards the value of ratings. "Never found the slightest correlation between Hoopers and box tops. One thing Hooper doesn't reflect is audience affection."

Program effectiveness is judged at Duane Jones by trying premium offers, the cost per inquiry or response. "This system is most valuable with our fast turnover commodity items, comprising 60% to 70% of our business," explains Mr. Jones.

David Harum has been the "old war horse" for pioneering premiums. "We pioneered flower seeds —which we offer every year—income tax books, Christmas cards, the 10c off deal," is Mr. Jones' proud boast. The "10c off deal" is

(Continued on page 91)

ANNUAL billing of $14,000,000 to its 31 satisfied accounts attests to the radio know-how of this New York agency. A combination of good salesmanship, listener awareness and a calculating slide rule mushroomed the Duane Jones organization to its present position in less than a decade. Just how $8,000,000, the yearly share to radio, is applied is told herewith. The story represents another success for sponsors and agencies in the radio medium.

STALLED

This Seattle, Washington storm can't begin to compare with the 1947 New York storm . . . but it shows how things can get fouled up.

It doesn't take much to upset a smooth-running schedule in certain situations, whether it's buses or sales.

When sales stall in the City of Baltimore, smart buyers put W-I-T-H, the big plough, to work in this 6th largest city.

These are the time specialists who have to make every dollar count. And they know that when they buy W-I-T-H, they're getting more listeners-per-dollar-spent than any other station in Baltimore.

W-I-T-H, the successful independent, puts sales back on regular schedules. A lot of smart advertisers will tell you that.

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented by* Headley-Reed

TRACK DATA

FCC Opinion Re WWDC

TEXT of pertinent portions of FCC's opinion on the use of programs of horse-racing information [BROADCASTING, Feb. 2] is printed below. The opinion was handed down in granting renewal of license to WWDC Washington. Comr. Paul A. Walker concurred in the renewal, though contending that horse-racing programs are not in the public interest. Comr. Robert F. Jones also concurred in the renewal, but felt that FCC should not have concerned itself with "the particular program" after having determined that it was not in violation of law.

It must be recognized at the outset that dissemination in interstate commerce of information concerning horseracing, such as prices paid, is not in itself an unlawful activity under existing federal law. Thus, such information is daily carried by newspapers which are transmitted in the mails. It must therefore be clearly recognized that the problems presented by programs devoted to the dissemination of horseracing information are essentially those presented by any type of program service which appears to be of definitely limited appeal, of interest to a small segment of the total possible listening audience in the community.

Thus, as to such program service it must be asked: What is the nature of the interest served by the particular type of program service? What is the place of that interest in the life of the community? What are the affirmative values to be realized by the satisfaction of that interest? What are the possible detrimental effects of the satisfaction of that interest? What other interests are excluded and to what extent, by the particular specialized program service?

These are not questions to be resolved in terms of the private moral judgments or esthetic and other values of either individual licensees or the men who compose the Commission. They must rather be resolved in terms of that open-minded, well-informed, judgment, sensitive to all aspects of the life of the community, without which the criterion of the public interest must become a meaningless cipher, utterly devoid of the power to give guidance and to make radio broadcasting an affirmative contribution to the life of the nation, as Congress intended it to be.

It is undeniable that some individuals are intensely interested in watching the spectacle of horseracing as a sport; others find that interest intensified by the placing of a wager; others who have never or rarely observed the spectacle itself nevertheless participate in the wagering and therefore maintain a lively and immediate interest in the news of the race results; and there are yet others who maintain a dispassionate interest in such news, in much the same fashion as many who are not themselves participants, follow the quotations of the stock and commodities exchanges. These are varieties of interests which, in general, dissemination of information concerning horseracing satisfies.

Not all of these interests posses the same legal status in the various communities and states of our nation. Thus, in some states, horseracing itself is illegal; in others, while racing is not, any wagering is illegal; and in others wagering is permitted only at the track; while in a few, wagering is entirely legal.

The dissemination of horseracing information itself may take a variety of forms: Thus, it may be that only the names of the winning horses and runners-up are announced; or in addition the prices paid may be announced. More detailed information includes the weather and other conditions at the track, the name and weight of the jockeys, the "scratches", or names of horses withdrawn and the past performance of the horses entered. Such information is obviously more specialized than the general news of the race results, and may be of particular interest to those who wager on the races.

Yet another factor in the presentation of horseracing information is the facility and urgency with which the information is presented, such as the interruption of programs to announce such information.

Another factor which is part of the total picture is the identity and interest of the sponsor of the presentation of such information, whether it be a merchandising or service enterprize of general character, or whether it be an enterprise peculiarly related to the practice of wagering on races, such as "tip sheets" which endeavor to provide the opinion of experts or the accumulation of past experiences as an aid or substitute for the clairvoyance of the individual better.

These are not necessarily all the factors which are to be taken into account, but they are obviously among the most relevant and important ones.

But, preoccupation with the thrill of the race or the risk of the wager must not obscure the fact that the judgment which the Commission must make is one relating to overall program service and the extent to which a particular licensee is rendering a service in the public interest to the community in which he operates.

Obviously, where a particular type of program service is intended and designed to be of assistance in the carrying on of activities which are themselves illegal, such a program service would not be in the public interest. But a judgment of that character must be reached with care and circumspectness, for many entirely legal activities may be, in a manner entirely beyond the control of those who present them, subverted by others to illegal ends. The intent or design to assist the carrying on of illegal activities must therefore be reasonably evident.

It is, however, clear that the mere absence of illegality of usefulness for illegal ends cannot alone be the standard by which a licensee is to be guided in planning a program service. The life of each community involves a multitude of interests, some dominant and all pervasive, such as interest in public affairs, education and similar matters and some highly specialized and limited to few.

The practical day-to-day problem with which every licensee is faced is one of striking a balance between these various interests, to reflect them in a program service which is useful to the community, and which will in some way fulfill the needs and interests of many. One of these, certainly, is an interest in sports. No question could therefore be raised concerning a program service which gave some measure of recognition to this interest among many others. Where, however, a large amount of time is devoted to programs involving the dissemination of horseracing information, question arises whether other substantial interests are being afforded due recognition, or are being neglected.

NEW DIRECTOR of CBS' Washington news bureau, Theodore Koop (r), confers with Davidson Taylor, network's vice president and director of public affairs, during get-acquainted visit which Mr. Koop made to the CBS New York headquarters recently.

Central New England Pays $117,602,000 Food Bill

When the noon-time and day-end whistles blow in Central New England's 1119 diversified industries, it's time to eat. And this great industrial income group eats well. Families spent an average of $844 in food purchases in 1946 — 43% above the national per family average, and 9% greater than the State average. Shrewd food manufacturers have steadily invested their advertising dollars in this sales dividend market.

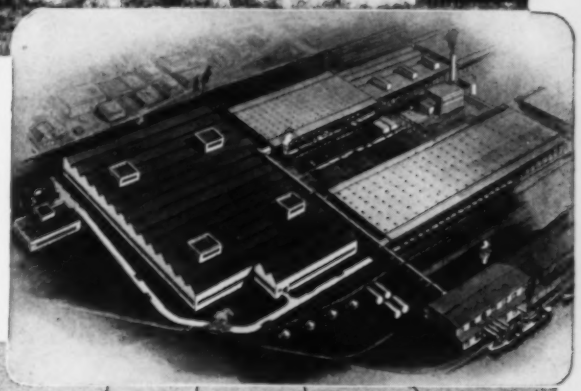
There's a direct over-all way to reach this heavy food-consuming market, and that's over the air with WTAG, Worcester, the one radio station in Central New England with complete coverage and high Hoopers month in and month out, year 'round.

WTAG WORCESTER
580 KC 5000 Watts

WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram & Gazette.

Three Beauties of the Deep South



1. THE BLANC HOUSE, New Orleans. One of the famed picturesque homes of the Deep South.

2. INTERNATIONAL HARVESTER PLANT planned for New Orleans. Another Southern industry, another reason why this area continues to forge ahead — exceeding the national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH
50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

COVERING MAINE'S MAJOR MARKETS

WGAN PORTLAND

...center of Maine's richest retail trading area! In 1946 average per family income over $5,000 . . . retail sales topped $93,000,000 . . . wholesale sales over $150,000,000.

AND

WGUY BANGOR

...center of Maine's second marketing area! In 1946 per capita income $1,200... retail sales estimated at $65,000,000 . . . wholesale sales over $49,400,000.

THE COMBINATION FOR COMPLETE COVERAGE OF MAINE

Together WGAN and WGUY . . . Serve an estimated 198,110 of Maine's 206,600 radio families . . . Reach a market with 85% of the State's total retail buying power . . . Cover 14 of Maine's 16 counties!

GUY GANNETT BROADCASTING SERVICES

WGAN
CBS IN PORTLAND — 5000 Watts

WGUY
ABC IN BANGOR — 250 Watts

National Representatives
PAUL H. RAYMER CO.

KROC 'FORD THEATRE' PROMOTION RATED 1ST

KROC Rochester, Minn., was unanimously chosen winner of the *Ford Theatre* promotion contest Jan. 26 by the five radio trade paper editors acting as judges. Contest was conducted by Kenyon & Eckhardt, Ford agency, for the best station promotion of the NBC Sunday afternoon hour-long program during its 13 weeks on the air. Station will receive a 1948 Ford for its efforts.

The KROC promotion of the program, prepared under direction of Walter Bruzek, promotion manager, was based on the theme that the *Ford Theatre* is "the key to better listening" and all of the newspaper ads, handbills, window displays, restaurant place mats and napkins and other printed material bore the key campaign symbol. High point of the campaign was a "lost key" contest, with the person finding the key that unlocked the door to the KROC *Ford Theatre* exhibit winning a trip to New York for two.

Entries were received from 85 of the 161 NBC stations carrying the program, according to William Chalmers, account executive on the Ford account, who handled the contest details. Finalists, in addition to KROC, were: KPRC Houston, WLW Cincinnati, WIS Columbia, S. C., WAZL Hazelton, Pa., KDYL Salt Lake City, KOA Denver, KVOO Tulsa, KDKA Pittsburgh and KYW Philadelphia.

Amortization Plan Seen as Radio Aid

Business Investments Deductible From Taxes Under Pending Bill

BROADCASTERS would receive a five-year amortization for capital investment under terms of a bill now pending before the Senate Finance Committee.

Written by Sen. Homer E. Capehart and Rep. Robert A. Grant, both Indiana Republicans, the measure would amend the Internal Revenue Code so as to make (business) investments deductible from taxes over a five-year period.

Speaking of the amortization which was in effect during the war, the legislators pointed out that "in that short period more than six and one-half billions of dollars were invested in production facilities which meant the difference between victory and defeat." Applying the analogy to the present, they added, "We believe the same result from this bill will mean the difference between inflation and possible collapse of the free enterprise system."

Most of the benefits radio would receive are believed to be in AM and FM construction and expansion, since television, as a new industry, already is granted amortization by the Treasury Dept.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Dec. 31 296
Number of network commercials starting during January 8
Number of network commercials ending during January 4
Number of commercials on the four nationwide networks, Jan. 31 300

January Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Farnsworth Television & Radio Corp.	Metropolitan Opera Auditions of the Air	ABC	Sun. 4:30-5 p.m.	Warwick & Legler
Ferry-Morse Seed Co.	Garden Gate	CBS	Sat. 10-10:15 a.m.	MacManus, John & Adams
Ford Dealers of America	RFD America	MBS	Thurs. 9:30-10 p.m.	J. Walter Thompson Co.
Lambert Pharmacal Co.	Abe Burrows Show	CBS	Sat. 7:30-7:45 p.m.	Lambert & Feasley
Piedmont Shirt Co.	William L. Shirer	MBS	Sun. 1-1:15 p.m.	William H. Weintraub & Co.
Rayve Creme Shampoo & Hedy Wave Home Permanent	Henry Morgan Show	ABC	Thurs. 7:30-8 p.m.	Roche, Williams & Cleary
Seeman Brothers Inc.	Hollywood Headlines	ABC	Sat. 10:30-10:45 a.m.	William H. Weintraub & Co.
The Texas Co.	Texaco Star Theatre	ABC	Wed. 10:30-11 p.m.	Kudner Agency

January Deletions

Pilot Radio Corp.	American Forum of the Air	MBS	Tues. 10-10:30 p.m. p.m.	Grey Adv. Agency
Reichhold Chemicals	Sunday Evening Hour	ABC	Sun. 8-9 p.m.	Kenyon & Eckhardt
Shaeffer Pen Co.	Adventurers Club	CBS	Sat. 11:30-12 noon	Russel M. Seeds Inc.
Whitehall Pharmacal Co.	Real Stories from Real Life	MBS	Thurs. 9:15-9:30 p.m.	Dancer-Fitzgerald-Sample

January Changes

Fred Allen Show on NBC changed sponsors from Standard Brands to Ford Motor Co., Dearborn, Mich.; Sun. 8:30-9 p.m. J. Walter Thompson Co.

January One-Timers

Gillette Safety Razor Co.	East-West football game	MBS	Jan. 1, 4:45 to concl.	Maxon Inc.
Gillette Safety Razor Co.	Orange Bowl football game	MBS	Jan. 1, 1:45-4:45 p.m.	Maxon Inc.
R. J. Reynolds Tobacco Co.	Cotton Bowl football game	MBS	Jan. 1, 2-4:45 p.m.	William Esty & Co.
Gillette Safety Razor Co.	Sugar Boul football game	ABC	Jan. 1, 2:30 p.m. to concl.	Maxon Inc.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

HARRY R. BURTON

Pacific Northwest Manager
McCann-Erickson Inc.

We should tell *you* about KGW and the Oregon Market, Harry Burton! As local manager of the agency which represents Pacific Power & Light, *you* could tell readers of this ad that use of electricity in Oregon and Washington homes is the highest in the nation and the average price for this service is the lowest in the nation. That's one reason why radio set ownership in the KGW Market is among the highest in the nation. More than 90% of the farms in the area are electrified and the electro-metallurgical and electro-chemical industries find here the cheapest power in the United States. We think you'd also agree, Harry, that the power of KGW to move merchandise is unsurpassed. We'll be seeing you Mr. Burton!

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

PA.-N.J. ARGUMENTS

Seven-Year-Old Case in Oral Session at FCC

ANOTHER ROUND in the complicated New Jersey-Philadelphia-Allentown case, portions of it dating back to 1940, was completed before the FCC last Monday as the Commission *en banc* heard oral argument on its "proposed and supplemental decision and proposed order of modification of license" in the proceeding.

The proposal [BROADCASTING, Oct. 31, 1947]:

1. Deny license-renewal application of WCAM Camden unless the city-owned station gives no further effect to a time-sale contract with Mack Radio Sales Co. If this condition is met and WCAM can make certain technical and financial showings, its license (1310 kc, 500 w, sharing with WTNJ Trenton and WCAP Asbury Park) would be modified for use of 1310 kc fulltime with 250 w.

2. Deny renewal to WTNJ (1310 kc, 500 w, sharing with WCAM and WCAP). "Until the deletion of the station" its temporary license would be modified to 1300 kc, 250 w, day only.

3. Grant renewal to WCAP (1310 kc, 500 w, sharing with WTNJ and WCAM) and modify its license to specify 1310 kc with 250 w fulltime.

4. Grant the application of Ranulf Compton, radio commentator, for a new Camden station on 800 kc with 1 kw, day only. Mutually exclusive applications of WHAT Philadelphia and Camden Broadcasting Co. would be denied.

5. Modify WHAT's license (1340 kc, 100 w, sharing with WTEL Philadelphia) to specify 1340 kc with 250 w fulltime.

6. Modify WTEL's license (1340 kc, 100 w, sharing with WHAT) to specify 850 kc with 250 w, day only.

7. Grant application of Valley Broadcasting Corp. for new Allentown (Pa.) station on 790 kc (conditioned on use of 500 w instead of requested 1 kw, and on acceptance of responsibility for preventing transmitter inter-modulation with WKAP Allentown).

Arthur Schroeder, attorney for Mr. Compton, urged that the Commission sever and decide immediately the application of his client, that of WHAT for 800 kc, and those of Camden Broadcasting and Valley Broadcasting for new stations, without waiting for determination of the other cases. He insisted that FCC's proposed decision properly anticipated a grant to Mr. Compton.

P. W. Seward, counsel for WTEL, opposed a grant to WCAM, objected to "shunting WTEL off to daytime operation," and asked that WTEL be given full time on its present 1340 kc. William C. Koplovitz, representing WHAT, responded that only WTEL was opposing the proposed allocations among the New Jersey-Philadelphia stations; insisted that every station, including WTEL, would get more time under the plan, and requested that the WHAT and WTEL cases be severed and decided separately.

Dwight Rohrer, for Valley Broadcasting, agreed to the proposal that Valley's application and those involving 800 kc be decided independently of the others. Charles F. Duvall, representing WCAP, asked that the proposed decision be made final "promptly."

Elmer Pratt, attorney for WTNJ, argued against the proposal to deny the station's renewal application, telling the Commission that in 25 years of operation WTNJ had received no complaint with respect to its technical operation or its service. In answer to FCC's proposed finding that Franklin J. Wolff, vice president, treasurer and general manager, "has engaged in conduct which demonstrates his inability to satisfactorily administer a license," Mr. Pratt insisted that "nothing has been shown which detracts from Mr. Wolfe's qualifications."

Paul M. Segal, representing Camden Broadcasting, said FCC's proposed findings with respect to his client were "venomous," and attacked the Commission's conclusion that Mr. Compton should be preferred over Camden Broadcasting. He accused FCC of inconsistency in its decisions, pointing out that Camden Broadcasting was found not qualified because of the "attitude" exhibited by Aaron Heine, its sole stockholder, "toward the programs broadcast over station WCAM by Mack Radio Sales Co.," which Mr. Heine also owns. Yet, Mr. Segal noted, FCC proposed conditionally to grant renewal and expand the operating hours of WCAM, which had the contract with Mack Radio.

Short Memories

VIRTUALLY every visitor to Columbia Square in Hollywood has read the sizable plaque at the flagpole which advises that CBS stands on the site of the first motion picture studio. Yet the recent sweepstakes question of network's *Double or Nothing* was "What building stood on the site of the first motion picture studio in Hollywood?" and none could answer—even for $516.

WNBT Rates

REPORTING the new rate schedule for WNBT New York, effective April 1, BROADCASTING, Feb. listed the rates correctly but inadvertently labeled them as a reduction from the current rate schedule. Actually, the program facilities charges remain the same the transmitter charges are 50% from the current rates, which went into effect Jan. 1 for a 1 week period.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

what the deuce is dudley doing up a tree?

DUDLEY's up a tree.

Seems that he had a lot of ideas that simply didn't make sense. For instance: he thought that all men with mustaches were wicked; that fresh air caused colds; that radio commercials were sort of useless. Ever since WOR began explaining the facts of life, Dudley has been up a tree. He doesn't know *what* to believe any more.

dudley! come down here

while WOR tells you a few things:

Radio commercials teach your wife how to do her housework in less time.

Radio commercials introduce your wife to wonderful low-cost foods; help her whittle down food bills.

Radio commercials offer your wife pamphlets that can help keep the children from catching colds.

now dudley,

when you are having a hilarious time listening to WOR's Billy Rose, Parkyakarkas, Jim Backus . . . and funny men like Benny and Allen . . . did you ever stop to think that some Business man was footing the bill? Yes, *sir*, he foots the bill to give you all that and other radio fare—FREE.

And when you're listening to famous newsmen like WOR's William Shirer and Fulton Lewis and Gabriel Heatter . . . and others like Mr. Winchell and Mr. Kaltenborn . . . did it ever occur to you that some Business man was laying out the cash? Yes, he pays for the talent and the time, so you can get all these news reports FREE.

and all the business man

asks for in return—a paltry few minutes of your time. Just 3 minutes out of a whole half hour of free entertainment and education, for a radio commercial. Just a few minutes to tell you about his product and his service. Mighty little to ask, isn't it?

shucks, dudley! come down off that tree.

WOR

mutual

one of America's great stations

On these pages WOR reprints two advertisements from a series now running in the Herald Tribune in New York.

WOR has long felt that the much-maligned commercial has its points; that, deliberately or not, it has contributed—and is contributing—to a better understanding of the advertiser, his product or service and the kind of life lived here in the United States.

WOR feels that what has been said about the "bad" radio commercial,

continu

continued from preceding page

can be said about the "bad" ad and the "bad" poster and the offensive window display or mailing piece.

So, WOR has attempted to tell the public and the business man a few nice and true things about the commercial, without throwing any big stones at anybody. It is just fact, as we see it.

If any station would like to copy these WOR ads and run them itself, it can do so. For they were written for the industry as much as they were written for WOR.

how Mr. Dover discovered long pants

Mr. Dover had been wearing mental knee pants for too long. You see, he thought it was chi-chi to rib radio commercials. Funny thing is this: Without even *knowing* how it happened—Mr. Dover had, within one paltry week . . .

- discovered a newspaper that gave him a lot of the answers he'd been groping for,
- found out that he could buy a new car without waiting six months for it,
- had his mind set at ease because he was reminded to adjust his insurance to adequately cover today's new values,
- was served a soup at dinner that made him simply *shower* Mrs. Dover with kisses.

why did all these fine things happen to Mr. Dover?

Because he (and his wife) had been listening to some WOR radio commercials.

Imagine!

Today, Mr. Dover is a new man; he's graduated to "longies." Because at last, he realizes how helpful radio commercials can be.

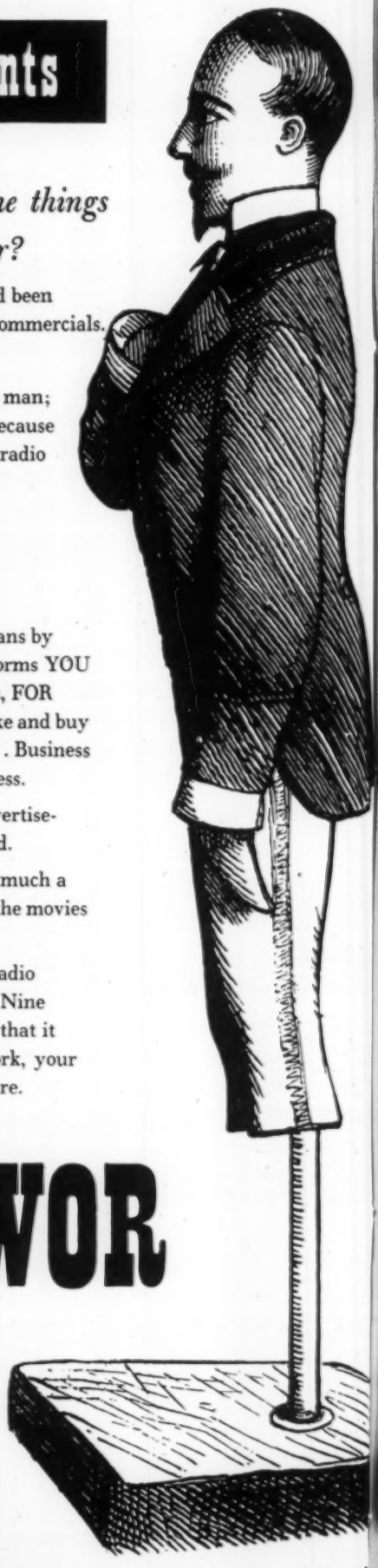
what are radio commercials?

Radio commercials are the means by which American Business informs YOU of what it is doing for you. Yes, FOR you. For if you did not need, like and buy what Business has to sell you . . . Business would soon be out of . . . Business.

Radio commercials are advertisements . . . heard instead of read.

And advertisements are as much a part of American life today as the movies or the radio.

The next time you hear a radio commercial, *really* listen to it. Nine chances out of ten, you'll find that it HELPS you . . . with your work, your family, your health, your leisure.



WOR BELIEVES *that American radio (sponsored by American Business as it is) brings you, the listener . . . the greatest collection of talent possible.*

WOR

One of America's Great Stations

WOR BELIEVES *that the radio commercial is, as a whole, a sound, helpful, highly skillful way of acquainting you with the news in and the news of the business world.*

WOR REMINDS *the critics, that for every radio commercial that nags the ear . . . there are twenty that soothe, refresh and inform.* WOR *points out that not every printed advertisement is a tone poem, either.*

mutual

Awards by NCCJ Are Made to Radio

Three Networks, Six Stations Among Those Honored

NETWORKS, stations, manufacturers and radio personalities, were honored last week when the National Conference of Christians and Jews announced its fourth annual radio awards. They were cited for "Contributions to understanding and respect among the American people."

Winners were: CBS for "The Liberty Road Series" of the CBS *School of the Air;* MBS for "Fury of Man" starring Paul Lukas on the series *Exploring the Unknown;* ABC and the Goodyear Tire and Rubber Co. for "The Good Samaritan" in *The Greatest Story Ever Told,* and the Institute for Democratic Education for the transcribed series *Lest We Forget—The American Dream.*

Stations winning awards were: WNEW New York, Ted Cott, Hy Zaret and Lou Singer for *Little Songs on Big Subjects;* WQXR New York and Dorothy Gordon for *The New York Times Youth Forum;* WCCO Minneapolis-St. Paul for the series *Neither Free Nor Equal.*

WKY Oklahoma City for the series *Creed, Color and Cooperation;* KSFO San Francisco for consistent attention to intergroup relations and WBBM Chicago for the series *Democracy USA.*

ABC and the Schutter Candy Division of the Universal Match Corp. were given a special award for "The Case of the Power-Mad Puppet" in the series *David Harding-Counterspy.* The program will be aired Feb. 22. Other awards were for programs presented in 1947.

TV'S SELLING POWER

Results of Two Spots on WABD Amaze Video Fan Paper

IF ANYONE still is skeptical about the selling power of television, this story is for him.

A couple of weeks before a video fan paper, *Phillips Television Weekly,* got out its Volume I, No. 1, on Jan. 26, the publishers decided to advertise. They invited subscriptions and said that television would be an appropriate medium for reaching the best prospects, the people who already own television receivers. Two spots on WABD New York produced 750 subscriptions for a $5-a-year magazine which had not yet been printed.

The test sold the publishers—Robert Phillips, who is also editor, and H. Melville Hicks, who is general manager—as effectively as it did the video audience. The company, Phillips Television Weekly, 48 W. 48th St., New York 19, has appointed an advertising agency, Bermingham, Castleman & Pierce, New York, and is now using several video announcements a week on WABD and WCBS-TV New York.

FAN MAIL for the new WHAV Haverhill, Mass., is examined by station executives and staff members. Seated is John T. Russ, general manager, and standing (l to r) are Roland Dubois, announcer, Whit Clark, program director; Jim Toohy, continuity editor. WHAV, a 250-w fulltime outlet on 1490 kc is owned by the Haverhill Gazette Co. and took the air in early December 1947.

TRAINING

College Courses Talked at NAB

PROJECT to foster down-to-earth training in radio salesmanship at colleges and universities was set in motion last week as part of a general NAB effort to strengthen radio courses at institutions of higher learning.

Need of a recognized textbook on radio selling and installation of courses on the subject were discussed at a meeting of the NAB Educational Standards Committee, held Feb. 3-4 at NAB offices in Washington.

Plans for the training project will be submitted to the NAB board at its Feb. 24-26 meeting in Hot Springs, Va., based on the committee's recommendations. The idea has been developing for some years. It is understood the committee will be augmented by addition of two members active in broadcast advertising. Names suggested are Wilton Gunzendorfer, KROW Oakland, Calif., and George Brett, The Katz Agency. Mr. Brett is an advisory member of the Sales Managers Executive Committee.

Aim of Project

Goal of the training project is development of a program that will bring a supply of high-calibre personnel to the industry from colleges and universities.

The committee discussed need for clinics providing refresher courses for in-service personnel. These clinics would cover all phases of station operation.

Progress of the NAB-Council on Radio Journalism campaign to certify approved college journalism courses was reviewed by Arthur C. Stringer, NAB Director of Special Services.

Attending the two-day meeting were these committee members:

Chairman Ralph W. Hardy, KSL Salt Lake City; Judith C. Waller, NBC Chicago; Dr. Willis Dunbar, WKZO Kalamazoo; F. C. Sowell, WLAC Nashville; Armand Hunter, WFIL Philadelphia; Hazel Kenyon Markel, WTOP Washington; Prof. Ben Hennecke, U. of Tulsa. Attending as guests were: R. Russel Porter, U. of Denver; Thomas D. Rishworth, U. of Texas; Dr. Kenneth Bartlett, U. of Syracuse.

NAB DIST. 14 MEETING SET FOR MARCH 22-23

TWO-DAY meeting of NAB District 14 (Col., Idaho, Utah, Wyo., Mont., S. D. in part) will be held March 22-23 at the Brown-Palace Hotel, Denver, on call of Hugh B. Terry, KLZ Denver, NAB district director. NAB President Justin Miller has been invited to attend.

Emphasis will be placed on small market station problems under coordination of William C. Grove, KFBC Cheyenne, Wyo., and Rex Howell, KFXJ Grand Junction, Col., district representatives on the small market and sales managers committees.

Reports will be given on the transcription situation by a spokesman for one of the transcription companies. Carl Haverlin, BMI, and Ed Yocum, KGHL Billings, Mont., and a member of the Music Advisory Committee, will discuss the music problem. Hugh Feltis, BMB president, will speak.

Active discussion of the NAB Standards of Practice is expected, since members are expected by that time to have copies of the revised draft slated for adoption at the NAB board meeting Feb. 24-26. District members were active in post-convention discussion of the standards.

Mr. Terry explained that the two-day session was called at the request of district members and that it does not supplant the regular district meeting to be held under NAB's new system of autumn area-district meetings.

Gore Pub. Co. Buys WFTL for $150,000

APPLICATION for transfer of all stock in WFTL Ft. Lauderdale, Fla., to Gore Publishing Co., publishing the *Ft. Lauderdale Daily News,* has been filed with FCC. Sale price is $150,000, less one-half net revenue between Jan. 1 and settlement date.

WFTL is owned by four stockholders—Gene T. Dyer, secretary-treasurer, and Evelyn M. Dyer, owners of WAIT Chicago, each 87½ shares; Congressman Dwight L. Rogers (D-Fla.), president, 37½ shares; Reggie Martin, vice president and general manager, 37½ shares.

Handling negotiations were Mr. Martin for WFTL and R. H. Gore, president, for the publishing firm, which is a subsidiary of R. H. Gore Co., 209 S. LaSalle St., Chicago, insurance brokers.

Gore Publishing Co. holds a construction permit for an FM station, WGOR, soon to go in operation on an interim basis. The present WFTL staff will be retained, with Mr. Martin continuing as vice president and general manager of WFTL as well as WGOR. Mr. Martin said he plans to apply for a station elsewhere in Florida.

WFTL is claimed to be the only commercial station housed entirely on a boat. It went on the air Sept. 16, 1946. Upon approval of the ownership transfer, WFTL studios are to be merged with WGOR in a new downtown Ft. Lauderdale building to be known as Radio Center.

The boat will be used as a transmitter site for WFTL and WGOR, with a 285-ft tower to be constructed nearby.

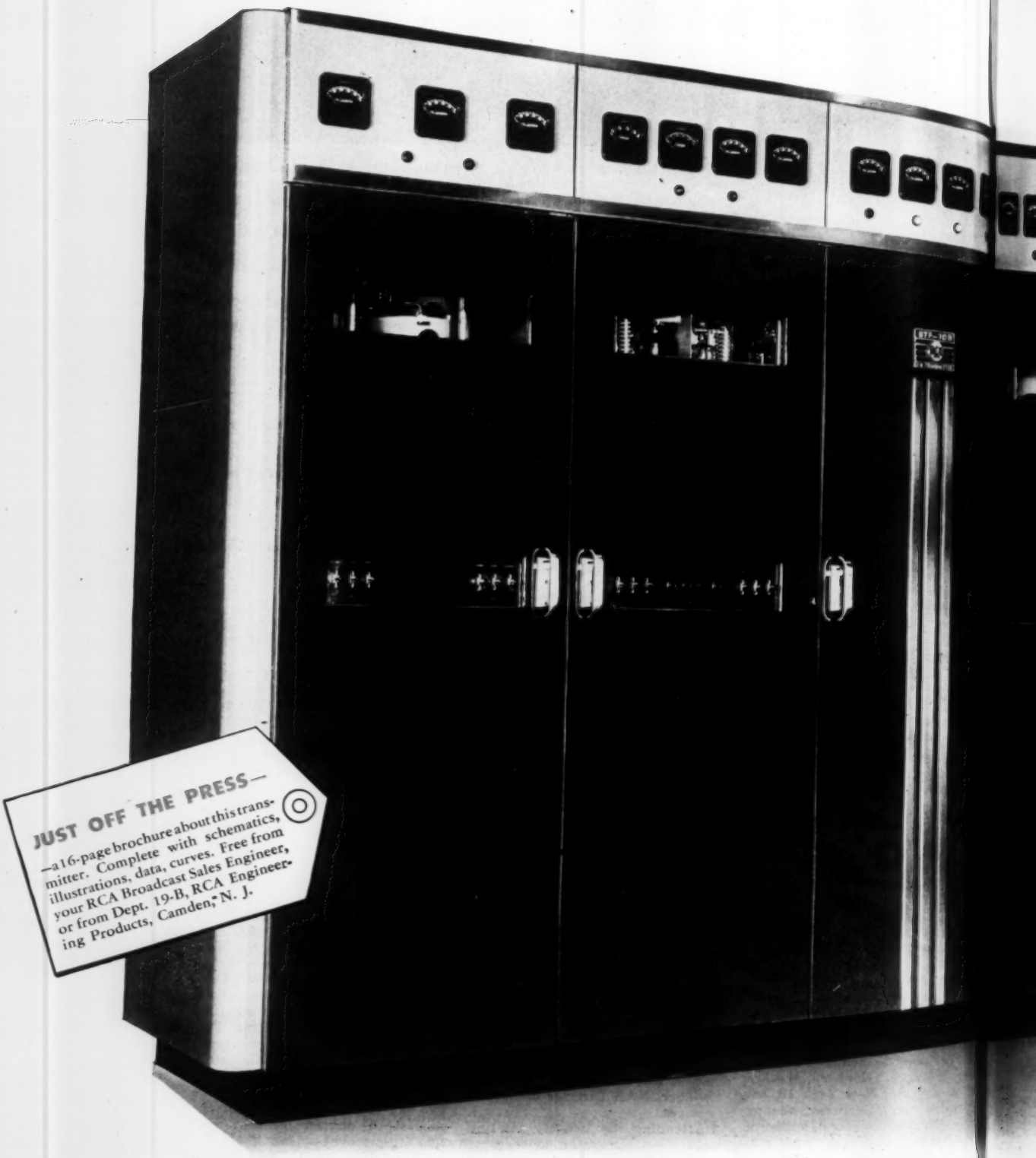
Sale of Two Canadian Outlets Is Announced

CKY WINNIPEG and CKX Brandon, have been sold by the Manitoba Government Telephone Service, following submission of bids, it was announced at Winnipeg by Municipal Commissioner W. Morton.

CKY, 15-kw station, has been sold to the Canadian Broadcasting Corp. for $200,000, and will be replaced by CBW on July 1, new 50-kw CBC station, CBC obtaining studio facilities of CKY in purchase. No announcement has been made as to what will be done with CKY transmitter, which has been in service for more than ten years.

CKX was purchased by a Brandon syndicate headed by J. B. Craig for $65,000. Mr. Craig heads group of war veterans, who are expected to incorporate as Western Manitoba Broadcasters Ltd. Both stations will continue for the time being to be represented by Horace N. Stovin & Co. in Canada, and Adam Young Inc., in United States. Provision is understood to have been made in agreements for present staffs to continue at both stations.

The revolutionary new 10-KW FM



JUST OFF THE PRESS—

—a 16-page brochure about this transmitter. Complete with schematics, illustrations, data, curves. Free from your RCA Broadcast Sales Engineer, or from Dept. 19-B, RCA Engineering Products, Camden, N. J.

FM transmitter—

that saves you up to $1500 a year

Four important reasons why the BTF-10B costs less to run

Reason No. 1...It Uses Smaller, Less-Expensive Tubes. Because Grounded-Grid circuits are used throughout . . . in driver stages as well as final, the extra power of the driver stages (ordinarily wasted) automatically adds to the output of the power amplifier. Thus, the final power amplifier is not required to furnish as much power—and smaller, less-expensive tubes can be used in it.

Reason No. 2...It Uses Fewer Tubes. Because "Direct-FM" circuits are used in the exciter . . . and because one main rectifier supplies all high voltages, the BTF-10B uses substantially fewer tubes than most 10-kw designs. There are only 39 tubes, total. And only 23 of these are required for emergency operation. (The other 16 are control tubes whose failure will not take the transmitter off the air).

Reason No. 3...It Takes Less Power. Because it uses fewer tubes, because the final amplifier tubes are smaller (use less filament power), and because the amplifiers all operate at high efficiency, *the power consumption of the BTF-10B is only 22.5 kilowatts.*

Reason No. 4...It Requires Fewer Spares. Because the last three stages of this transmitter use the same type tube, the RCA-7C24, and because the overall number of tubes used is relatively small, the total *number of tube types required is only 14.* This greatly reduces the number of spares you must keep on hand.

Ask the RCA office nearest you to give you the figures which prove these claims

New York 20, New York
36 W. 49th Street,
Telephone: Columbus 5-3800

Cleveland 15, Ohio
718 Keith Building,
Telephone: Cherry 3450

Chicago 11, Illinois
666 N. Lake Shore Drive,
Telephone: Delaware 0700

Atlanta 3, Georgia
502 Citizens & Southern Bank Bldg.,
Telephone: Walnut 5946

Dallas 1, Texas
1907-11 McKinney Ave.,
Tel.: Riverside 1371, 72, 73

Los Angeles 14, California
621 S. Hope Street,
Telephone: Mutual 1103

San Francisco 3, California
1355 Market Street,
Telephone: Hemlock 8-300

Kansas City 8, Missouri
221 W. 18th Street,
Telephone: Victor 6410

Washington 6, D. C.
1625 K. Street, NW,
Telephone: District 1260

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

GAINES IS APPOINTED ASSISTANT TO KOPF

APPOINTMENT of James M. Gaines, director of NBC's owned-and-operated stations, as assistant to Harry C. Kopf, the network's administrative vice president in charge of sales and station relations was announced last week.

Mr. Gaines

Mr. Gaines will continue in the former post and will assist Mr. Kopf "in various operating activities concerned with sound broadcasting," NBC said. He has been with the network since 1942, when he joined NBC's stations department. Mr. Gaines also continues as general manager of WNBC New York, a post he took in 1946.

LILIENTHAL

AEC Head Stresses Duty to Enlighten

BROADCASTING must devote its facilities to spread of knowledge on atomic energy, since use of this energy for vast destruction can be prevented only by understanding of the atomic world, David E. Lilienthal, Chairman, U. S. Atomic Energy Commission, told the Radio Executive Club at a luncheon Thursday in the Hotel Roosevelt, New York.

Though referring to broadcasting's power to influence public thought and praising its "magnificent performance" during the war, he chided the industry for not giving proper attention to the problem, and warned that public understanding of atomic energy "involves your own security, your own profits, your own future."

The AEC is encouraging voluntary efforts by media to encourage dissemination of news relating to atomic energy, Chairman Lilienthal said. American Society of Newspaper Editors and American Textbook Publishers Institute have named committees to cooperate with the Commission.

Referring to radio's power to influence people, he said, "You of radio can give a great and perhaps decisive impetus" to the effort to create public understanding.

"For me to discuss people and what people think is appropriate before a radio industry audience," he said. "For people are your business, you who own and manage the radio industry, you who get in the revenue and direct the programs and analyze the news and do all the other things that have persuaded the families of this country to put in their homes more radio sets by far than there are in all the rest of the world put together.

"Radio has been used and is being used to develop and strengthen freedom, and all that is good and humane and creative. But radio was also used to inflame the minds and poison the hearts of the German people, and thereby to crush European civilization."

Chairman Lilienthal said the "build-up" after broadcasts had told mankind that a single bomb had destroyed an entire city, had created public horror in a period when there was not adequate time between discovery and application.

"The radio is a medium so new, so persuasive, so potentially helpful in this crisis," the Chairman continued, "that it is nothing less than providential that it should be ready at this hour. Here is this great instrument, manned by a corps of talent capable not only of entertaining and stimulating but of finding ways as yet undiscovered — but discoverable — of inspiring man's interest and aiding his comprehension of knowledge that holds our common destiny."

He suggested that broadcasters are trustees of a natural resource —frequencies—making it all the more reasonable in the public mind to expect and to demand that they play an important role in stimulating interest in the subject of atomic energy and promoting its use for beneficent and humane purposes.

No Power, No Glory

KEEPING the saddest log in the recent history of radio fell to the lot of Johnny Wray, operator - announcer for KWIL Albany, Ore. one recent blue Monday. He was busy enough as it was, making notations in the log, announcing and performing operator duties at the same time, but what really irritated him was the fact that within two hours the power failed 11 times. Writing down the 11th failure in his log, the weary Mr. Wray added, "With all these 'current' events, I should have been a newscaster."

EVERY CLOUD IN KANSAS HAS A SILVER LINING
Wallets . . . as well as clouds—
. . . are lined with silver in Kansas and KFH can bring some of the silver your way.
We've had 25 shining years in this rich KFH area, let us make it a big, shiny year, for you, too.
25 YEARS
KFH
SILVER ANNIVERSARY
K F H
CBS
THAT SOLID SECTION OF KANSAS' RICHEST MARKET
WICHITA IS A HOOPERATED CITY
KFH
WICHITA
WICHITA KANSAS OKLAHOMA
CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

KPUG Bellingham, Wash. Joins Don Lee Network

KPUG Bellingham, Wash., has joined the Don Lee Network, bringing the number of stations comprising that network to 44. The new station will begin operations about March 1, according to Frank Coument, its commercial manager. It will operate with 1 kw on 1170 kc.

Mrs. Jessica Longston is principal owner of KPUG. Vicki Zaser is executive vice president and general manager and Mrs. Ella Poindexter program director.

THE BALTIMORE SUN

Baltimore, Maryland

announces the

appointment of

THE KATZ AGENCY, INC.

as the exclusive

national representative

of its

Television Station, **WMAR-TV**

From this package come the finest recordings in the world

Presto

GREEN LABEL DISCS

ALSO AVAILABLE—
Presto Brown Label discs. They're one-side perfect . . . with a flaw on the other side you probably couldn't find. Perfect for one-side recordings, reference recordings and tests, and at greatly reduced cost.

FREE! Presto will send you free of charge a complete bibliography of all technical and engineering articles on disc recording published since 1921. Send us a post card.

HOME-TOWN NEWS

WLAC Manager Picks Up News From Country Weeklies

RADIO REVIEW of the small-town press, presented Sundays at 9 a.m. on WLAC Nashville, has become the favorite radio program of newspaper editors throughout Middle Tennessee. Traditional radio-press rivalry is negligible in this area because F. C. Sowell, manager of WLAC, decided that the best way to bring the human side of the news to people in the area was to bring them a cross-section picture of news, editorial comment and society notes from their local newspapers.

Selecting material from 69 country weeklies, Mr. Sowell presents it in friendly, interested fashion, and the editors of the newspapers have shown their appreciation by devoting more than 200 stories to his program in 1946.

Mr. Sowell has been in broadcasting 18 years, but has not forgotten the early training in backyard over-the-fence news he got while serving on a country newspaper. Harking back to this experience, he found radio sadly lacking in this kind of news coverage, and turned back to the small town papers. It was then that the inspiration for *What's Happening* was born.

Mr. Sowell as he studies the papers.

Because of this program, Mr. Sowell was one of the principal guest speakers at the annual dinner of the Tennessee Press Association held in January. To Mr. Sowell the invitation meant that he was right in his hunch that radio and the press can be the best of friends and lose nothing by so doing. It was a gain for WLAC and for the Tennessee press.

APPEALS on behalf of Salvation Army's 1948 drive to collect $1,000,000 in New York area have been recorded on a single disc by Amos 'n' Andy, Mary Margaret McBride, Ed Gardner, Bob Hope, Kate Smith, Robert Montgomery, John Gielgud, Lillian Gish, and Wendy Hiller. Records are being broadcast by all New York stations from Jan. 19 through Feb. 21.

Crane Is Ratified As AWB President

Dorothy Lewis Announces NAB Resignation at D. C. Meet

RUTH CRANE, women's commentator of WMAL and WMAL-TV Washington, who has been acting head of the Assn. of Women Broadcasters, was ratified as president on Feb. 1, to serve out the two-year term which concludes in the spring of 1949. The action was taken during the annual business session of the AWB, which concluded the group's Washington convention Jan. 30-Feb. 1. Miss Crane had been AWB first vice president until the resignation of Frances Farmer Wilder as president last August.

Gertrude Grover, of WHCU Ithaca, N. Y., was appointed first vice president to complete the term of office originally filled by Miss Crane.

Dorothy Lewis, NAB coordinator of listener activity, and AWB second vice president, announced her resignation from NAB position. "The decision of the NAB board of directors to close the New York office makes it advisable, because of personal reasons," Mrs. Lewis said, "for me to terminate my long association of nine years with NAB."

Her future plans were not announced, though she plans to continue working with listener groups throughout the country. It is understood Mrs. Lewis may join the United Nations in a radio capacity [Closed Circuit, Feb. 2].

Active AWB members voted to support the NAB in its effort to develop a plan which would continue to make good music available to the public. Expressing belief that radio should be as free as the press, the women broadcasters went on record as opposing all government moves leading to control or censorship of radio.

Following the advice of A. D. Willard Jr., NAB executive vice president, for closer cooperation between AWB and NAB, the AWB appointed a committee to act as liaison between the two.

The committee includes: Miss Crane; Miss Grover; Eleanor Hanson, WHK Cleveland; Nell Daugherty, WSTC Stamford, Conn.; Norma Richards, WSPD Toledo; Violet Short, KTSA San Antonio; Ann Holden, KGO San Francisco; Vernice Irwin, KVI Tacoma, Wash.; Nancy Grey, WTMJ Milwaukee, and Linnea Nelson, J. Walter Thompson Co., New York, to represent associate members.

The sixth annual AWB convention will be held in Chicago, with no date set as yet.

Group Co-op

THE CBS SHOW, *It Pays to Be Ignorant*, Fri., 10-10:30 p. m., broadcast the last time for Philip Morris on Feb. 6, will return to the network Feb. 28 as a Saturday night co-op show, 10:30-11 p. m. Philip Morris replaces the program with *Call for Music*, Friday night at 10, featuring Dinah Shore and Harry James.

WACO

WACO, TEXAS, with a metropolitan population of 103,000 persons, has an average family income of over $4,000.

AMERICAN BROADCASTING COMPANY'S Regional outlet. 1,000 Watts on 1460 Kilocycles.

COVERS 16 Central Texas counties with a buying power of nearly $380,000,000.

OVER 34% of the radio sets in the Waco trade territory are tuned to W-A-C-O* each day.

*Station WACO is the only radio station in the nation having call letters that spell the name of its home city.

1,000 WATTS 1460 KILOCYCLES

NATIONAL REPRESENTATIVE: WEED & COMPANY

W-A-C-O

WACO, TEXAS

MARCH OF DIMES

Again Radio Supports National Drive

BROADCASTERS from coast to coast once again put the full support of radio—AM, FM and television—behind the annual March of Dimes campaign of the National Foundation for Infantile Paralysis.

Reports from stations indicate that this year their efforts on behalf of the drive have been even more intense than those of past years. Many stations tried new ideas to bring the fight against polio more forcibly to the attention of their listeners.

The local stations' contributions supplemented that of all the major networks.

Here are a few examples of how radio aided in the drive.

"Sure, Mike" was Seattle's resounding answer to appeals over KJR that city featuring 13-year-old Mike Cox, a polio victim. KJR cut a series of open-end transcriptions in which Mike was interviewed by members of its staff, and the transcriptions were broadcast on virtually all shows originating in the KJR studios. In addition, Bob Ferris of KJR news staff picked up Mike after school each day to interview men and women in all walks of life. Transcribed on a wire-recorder, the interviews were broadcast on KJR's *This Is It* show each evening at 9:45.

Another Seattle station, KXA, "adopted" a March of Dimes booth in front of the Bigelow Bldg., where its studios are located. Listeners who could not come to the booth personally were asked to send their dimes to Dick Kepplinger of KXA staff, who conducts a 12:05-1 p.m. show.

Across the country in Danbury, Conn., WLAD set up a "Wishing Well" in the downtown section and invited residents to make their March of Dimes donations there, leaving their names and wishes along with their contributions. Later, persons whose names were drawn from the well received prizes donated by Danbury merchants. WLAD also carried quarter-hour and five-minute programs, as well as spot announcements, in support of the drive, the station reported. WLAD-FM also devoted generous time to the project, inviting listeners to request their favorite musical selections and have them played on the air, paying at the rate of $5.00 for five minutes of air time. Money was turned over to March of Dimes.

Two Midwest stations, KELO Sioux Falls, S. D., and KTRI Sioux City, Iowa, conducted a joint half-hour program on evening of Jan. 16 on behalf of the March of Dimes. Program was called *Battle of the Siouxs* and featured city officials and civic leaders of the two municipalities.

In Charleston, S. C., WFAK set up a "WFAK Requestfully Yours March of Dimes Fund." Idea was built around four-hour Saturday afternoon musical request program called *Requestfully Yours*. Listeners who wanted a song played were invited to send contributions to March of Dimes in care of the station.

Preference for Contributors

WJBK Detroit hit upon the idea of giving preference on its programs on which requests for musical selections or recipes are received to those listeners who sent in March of Dimes contributions with their letters. Announcers and disc m.c.'s made regular appeals for contributions.

WHWL Nanticoke, Pa., in cooperation with Vaughn's Sanitary Bakery, which sponsors *Audition Time* on WHWL each Saturday morning, conducted a tune-guessing contest featuring LeRoy Lutz, 11-year-old blind pianist. Listeners were invited to send in letters, each listing three tunes. Several letters were selected for each *Audition Time* broadcast, and if the young pianist could not play at least two of each group of three selections the bakery donated $5.00 to March of Dimes. If the boy did play two out of three selections, the $5.00 went into an educational fund to enable him to attend an institute for the blind.

On morning of Jan. 23 WFUR Grand Rapids, Mich., drew more than $600 in pledges for the fight against polio, the station reported. "What started out as a scheduled 30-minute disc show," said WFUR, "turned into a two-hour March of Dimes drive" when Gordon Kibby, a WFUR m.c., dispensed with his commercial copy and began asking for pledges. The station said its entire staff was recruited to answer phone calls from listeners wanting to make pledges.

Morris B. Sachs *Amateur Hour*, heard Sundays on WENR-WCFL Chicago, raised $8,590.35 on its special March of Dimes broadcast Jan. 18 aired from Chicago Civic Opera auditorium. Donations came from members of audience who were admitted for 10-cent contributions, and from listeners and employes of Sachs Stores.

Sidewalk Interview

At WJW Cleveland Dick Hatton, producer of *Man With the Hat* sidewalk interview program conducted daily in front of independent retail drug stores, gave away shiny dimes to interviewees instead of the usual dollar bills and put in plugs for the March of Dimes.

WNOC Norwich, Conn., on Jan. 19 broadcast play-by-play description of a series of grammar school basketball games played for the benefit of the infantile paralysis drive. Students sold radio sidetickets at 25 cents each to those who planned to remain at home and listen to the games over WNOC. The station reported that response was "terrific."

In Richmond, Va., WMBG and its FM affiliate, WCOD, helped promote the March of Dimes through a "Mr. Whisper" contest patterned after the "Miss Hush" contest heard earlier on NBC. Program was aired each Friday night starting Jan. 2 during the Dimes drive. Trip to Miami Beach for two persons, with railroad fare paid as well as three days' accommodations and meals at a leading hotel in the Florida play spot, was offered as top prize.

WOWO Fort Wayne, Ind., listeners were asked by Bill Bailey, newscaster, to send in reports on special features of their city's drive against polio and on promotion stunts used to encourage contributions. Among the most interesting, the station reported, was the story told by a cigar store proprietor of how a couple of his cronies scattered through the downtown area 40 billfolds filled with dimes . . . $100 in all. Boxes of candy were offered as the only inducement for return of the dimes—except for the inducement of aiding in the polio drive—but Newscaster Bailey, reporting the story on the air, said the response was almost 100%.

WFBR Baltimore used its *Club 1300* program to help promote the Dimes campaign. Guest of honor on each of the daily *Club 1300* broadcasts was a child afflicted with infantile paralysis. In its studios WFBR placed a large sign picturing a stairway of 15 steps, each step representing equipment necessary to polio therapy. Sign showed a small boy with braces beginning his ascent of the stairs and above was the slogan, "Watch Club 1300's Little Boy Climb to Health."

WDRC Hartford, Conn., reported a total of more than $600 in small contributions raised in a half hour when members of the Needle Club, Hartford amateur and professional politicians' group, went on the air over the station to plead for support of the March of Dimes. Program took the place of WDRC's *Headliner's Club*, which features Jack Zaiman, *Hartford Courant* political writer and Needle Club president.

THE FULL impact of combined AM, FM and television promotion greatly aided in the success of the March of Dimes campaign. Stations across the country threw their weight behind the drive with special programs, booths for contributions, benefit performances, stunts, and big-name performers. The compilation of reports from individual stations is presented here.

Terry Tullos, three-year-old March of Dimes poster boy, was featured on a number of broadcasts. One of them was CBS' presentation of its *Give and Take* program Jan. 24. The show, usually heard from New York, was aired that day from Philadelphia before a gathering of 2,400 Philadelphia women, all March of Dimes volunteers.

Poster boy Terry also was featured on a half-hour show presented by WMCA New York Jan. 24 as a sendoff for Tommy Dorsey and

(*Continued on page 84*)

POSTER BOY for the 1948 March of Dimes, three-year-old Terry Tullos, receives a toy lamb from Art Lamb, disc m.c. at WEAM Arlington, Va. WEAM gave one of the toys to each person contributing $1 or more to the National Foundation for Infantile Paralysis. Since WEAM is located in metropolitan area of Washington, D. C., which is saturated with citizens from all 48 states, station also made arrangements for 15-second transcriptions from state governors calling upon constituents to join the March of Dimes in the name of his state.

ARCTIC OUTFIT provided by the Quartermaster Corps puts Richard Hickox, WLAW Lawrence, Mass., disc jockey, in shape for a hardy assignment in the annual campaign of the National Foundation for Infantile Paralysis. Zero temperatures didn't discourage the announcer when he volunteered to man the unheated "Mile of Dimes" street booth in Lawrence for two weeks, 1-6 p.m. Helping him into the rig are Kathleen Walsh (l) and Kathleen McDonald.

SPIN 'EM YOURSELF— THEY'RE TOPS!

4 mighty transcribed shows from Cowan!

TOP AUDIENCE PULLER!

the full-hour Tommy DORSEY

DISC JOCKEY SHOW

#1 gets the lion's share of listeners in Boston, Cincinnati, Charleston, Philadelphia, New York, Chicago. Where else? You name it!

GREATEST GUEST STAR LIST EVER!

TOP STARS!

Arthur Treacher Brenda Marshall
Jan Ford Harry Von Zell

the SMITHS of Hollywood

#1 ran up a Hooper of 15.2 on Cincinnati's WLW (nearest program pulls 7.3). Outdraws Crosby (13.5) Fanny Brice (12.5) Jimmy Durante (14.4).

SPARKLING ALL-STAR COMEDY HALF-HOURS!

TOP WESTERN FAVORITE!

RED RYDER

#1 rounds up more listeners per station than any other Western! Hooper says so!

MOST PROMOTABLE HALF-HOUR SERIES EVER!

TOP CHILLER!

MURDER at MIDNIGHT

#1 is knocking 'em dead—top in its time slot San Diego, Los Angeles, and New York, to name a few!

52 TERRIFIC HALF-HOURS

FIRST AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK
[illegible] Madison Avenue, New York 22, N. Y. • Plaza 9-3700

CHICAGO
[illegible] So. Michigan Avenue, Chicago 3, Ill. • Randolph 2022

HOLLYWOOD
[illegible] Hollywood Blvd., Hollywood 28, Cal. • Hillside 5337

More transcribed hits from Cowan:

- DAVID STREET SONG SHOP
- THEATRE OF FAMOUS RADIO PLAYERS
- BARBER SHOP HARMONIES
- JOE McCARTHY SPEAKS

Make Hay in North Carolina- The South's No. ① State

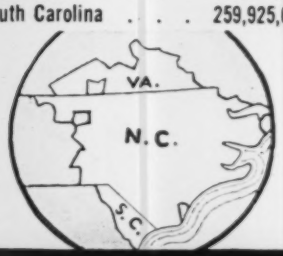
With **WPTF**

North Carolina's No. ① Salesman

WPTF's Primary

Has More Farm Income Than Any Southern State Except North Carolina Itself.

	Gross Farm Income
North Carolina	$712,604,000
WPTF Primary	640,895,000
Kentucky	490,285,000
Florida	423,728,000
Georgia	419,583,000
Virginia	383,722,000
Tennessee	367,721,000
Mississippi	333,528,000
South Carolina	259,925,000



WPTF

680 KC 50,000 WATTS NBC AFFILIATE

Raleigh, North Carolina

FREE & PETERS, Inc., National Representatives

"RETAIL SALES exceed One Billion Dollars in 78 counties where WPTF has 50-100% BMB penetration. 2,876,500 people live in this primary market." Richard Mason, Manager

Sets-in-Use Distortion By Radio Critics Hit

EDITOR, BROADCASTING:

I liked your . . . . editorial on the criticism of radio by competing media such as newspapers and magazines.

Now come articles which distort the "sets in use" story and play into the hands of competitive media. They cite the eight-year study which shows 1940 radio sets in use as 28.9% and early 1948 figures as 27.3%. They think radio should increase the precentage the same as other amusements have done.

As is often the case, what is left out is more important than what was printed. They should have also pointed out that since people have more money to spend they spend more time away from home, not only for amusements, but for making purchases. And, since more people are on the streets, there is more time away from home because of crowded transportation, restaurants, etc., and more time away from the radio because of the servant shortage.

How in thunder can people also spend more hours at their radio? It is remarkable that the percentage hasn't slipped heavily. This is one knock that turns out to be a boost.

H. Wheelahan
Manager
WSMB New Orleans

[Editor's Note: Mr. Wheelahan refers to editorial in BROADCASTING, Jan. 12]

* * *

Sharp Eye on Expense, Advice to Small Outlet

EDITOR, BROADCASTING:

Your article on the small-station experiment of WTWA Thomson, Ga., in the Jan. 19 issue was of particular interest to us, as KBLF has been operating in such a market these 15 months. The 1940 census lists Red Bluff's population as 3,824, though the great post-war influx into California has brought our population estimate to about 5,500. This is the county seat of Tehama County whose 1940 population was 14,260 and whose current population is reliably estimated at 19,400.

In this market our station went into the black shortly before the first year of operation was up. Our problem has been made somewhat easier by the fact that during the day this area is served by only one other station with a satisfactory signal. So, even without a network, we have a faithful audience which responds to local advertising and thus gives us the local support on which we exist.

Our opinion as to the future of stations in such small markets: Careful economy and a sharp eye on every expense will show a profit.

Wm. B. Murphy
Manager
KBLF Red Bluff, Calif.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Simplified Numbering Of FM Channels Proposed

EDITOR, BROADCASTING:

I know you are a busy man, but I also know you are always open to NEW ideas that the trade might be interested in.

Perhaps this is a new idea; then again, it may be just a new adaptation of one now in use. You be the judge.

Seems to me as though FM is going through enough hard times without the public becoming more confused than ever over the Megacycle designations of FM stations. Why—way back 20-25 years ago, when broadcasting was in its infancy, the industry had the foresight to knock off—within a short time—the fraction . . . as far as the public was concerned. Stations quickly told their listeners they were on 1230 kilocycles—NOT 243.9 meters! Why? Because it was easy to remember; a non-technicality.

Why not have manufacturers revert totally to the channel designation instead of the Megacycle designation—as long as one equals the other? Why not, while we're at it, go one step farther and do this:

There are 100 FM channels . . . numbers from 201 through 300. WIL-FM, as an example, is on Channel 247. Even that's easier than telling our listeners we're at 97.3 megacycles. But it would still be EASIER if we told them we were at . . . 47 on the dial. (Slice the 2).

Have the new FM dials all numbered from 0 to 100 and the stations would fit in beautifully with the last two numbers of their channel publicized *ONLY*.

Mel Kampe
Publicity Director
WIL & WIL-FM St. Louis

* * *

WPAG Program Chief Sends Us an 'Orchid'

EDITOR, BROADCASTING:

Just a note to let you know that each weekly issue of BROADCASTING is received by our entire staff with open arms. As far as we are concerned, it wasn't necessary to move those two popular pages, "Help Wanted—Positions Wanted," closer to the middle of the magazine, because each page was being thoroughly scanned and digested as it was.

Congratulations on a "swell" publication that's a decided service to the entire industry. Seems that the "power of the press" still holds true, as BROADCASTING, a "printed" medium serving a "spoken" medium, will readily attest.

Del Hester
Program Director
WPAG Ann Arbor, Mich.

* * *

BIG ADVERTISER

Small Grocery Owner Uses Five Shows Daily

PURCHASE of five, 5-minute newscasts a day is the regular policy of Marshall Casdorph, radio-minded operator of a chain of 19 grocery stores in Ronceverte, W. Va. Using radio station WRON Ronceverte, he has become the station's top advertiser.

Keeping close tabs on listener response, Mr. Casdorph believes the five-minute spot to be more effective than the 15-minute program, provided it is repeated many times. He has used his news programs to move surplus items in his store, with excellent success.

In one instance, he found that he had an extra 2,800 small water pitchers in stock. Advertising them by radio for five cents each, half the pitchers were gone in the first day, and the rest were sold the following day. Population of Ronceverte is listed at 2,265 persons.

WRON is managed by Bill Blake, former West Virginia newspaperman who served with the paratroops on Corregidor when it was recaptured from the Japanese. Upon his return from military duty, he established WRON.

Right to Editorialize Called Threat to Radio

EDITOR, BROADCASTING:

Have you and the 90% of broadcasters who want editorial freedom over the air, modification of Sec. 326 of the White Bill, "a radio as free as the press," given sufficient thought to this proposition: If the majority of broadcasters, either in the Mayflower hearings or in their attacks on Sec. 326, succeed in establishing the principle that the First Amendment applies to broadcast speech, they will be laying themselves open to loss of the prerogative of exclusivity which they now enjoy.

That principle once established, any Tom, Dick or Harry—or a Drew Pearson—may file for a license to broadcast in New York on the same frequency and with the same power as WNBC, WCBS, WJZ or WOR. If the Commission turns him down because that frequency is preempted, he may appeal to the Courts, invoking his right to the safeguards of the First Amendment. For the guarantees of the Bill of Rights do not apply to

(*Continued on page 77*)

Business ~~Social~~ Lesson No 1 : How to woo a BILLION $!

(and don't forget... Miss Ft. Worth - Dallas Area has an annual buying income of over a $BILLION to spend!)

A. You locate a lovely lady with $1,000,000,000 yearly to spend: Miss Ft Worth - Dallas Area.

B. Hire two industrious and attentive escorts... Stations KFJZ (Ft Worth) and WRR (Dallas)... to drive away all competition.

C. CONCENTRATE and hammer home YOUR sales talk at all hours, day and night from as many approaches as possible... *TWO* stations for a single price, either simultaneous or separate schedules!

KFJZ - WRR AREA (100-Mile Radii)

*Population	1,898,300
*Buying Income	$1,890,148,000.00
Bank Deposits	$1,904,769,000.00
*Retail Sales	$1,239,913,000.00
*Wholesale Sales	$1,662,055,000.00
Auto Registrations	498,255
†Radio Families	410,033

*Sales Management, 1947. †B.M.B. Area Survey, 1946.

TEXAS' BEST RADIO BUY

WRR DALLAS — **KFJZ** FT. WORTH

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

'N. Y. TIMES' TO BEGIN DAILY FAX BROADCASTS

THE NEW YORK TIMES will stage a series of daily facsimile broadcasts starting Feb. 16, using the facilities of WQXQ (FM) New York, the *Times*' station.

Facsimile editions of the *Times* will consist of four pages, two of which, carrying current news and pictures, will be remade for each edition. A woman's page and a feature page will change daily. Transmission will begin at five minutes after the hour for six hours starting at 11:05 a. m. Facsimile printers will be placed in the radio sections of New York's leading department stores.

The *Times* will use facsimile equipment designed by John V. L. Hogan and Radio Inventions Inc. and manufactured by the General Electric Co.

The transmissions will constitute New York's first large-scale public demonstration of facsimile, according to the *Times*. On Jan. 28 the *Times* broadcast a special six-page facsimile edition to the City Editors Seminar at Columbia U.

CBS TELEVISION program, "Ski-Trail Forecast," portraying up-to-the-minute ski news and slope information, has been made available for sponsorship on Thursdays at 7:55 p.m. on WCBS-TV New York.

AWARD

Goodyear's Litchfield Accepts for Firm

Mr. Litchfield (second from l) accepts the award from Mr. Ferris. At right is Secretary of Commerce Harriman, at left Mr. Reynolds.

* * *

PAUL W. LITCHFIELD, in accepting the 1947 Public Relations Award at a dinner in New York last Tuesday, commended ABC executives and operators of individual stations for their "earnest, sincere cooperation" in presenting *The Greatest Story Every Told.*

For his firm's sponsorship of the program, aired Sunday nights over the network, Mr. Litchfield, board chairman of the Goodyear Tire & Rubber Co., Akron, was given the award at the 11th annual dinner of the National Assn. of Public Relations Counsel. Goodyear was cited for the "greatest contribution during the year, through public relations, to the national welfare," for its sponsorship of the show.

Secretary of Commerce W. Averell Harriman, speaking of public relations on an international basis, said "the 'Voice of America' will be increasingly effective as the voice of truth. There is no expenditure which we make in the field of foreign policy which is more vital, in my opinion, than this."

Other public relations awards, presented by Earle Ferris, president of the host association, were given to Conger Reynolds of the Standard Oil Co. of Indiana, and Glenn and Denny Griswold, publishers of *Public Relations News.*

In conjunction with the awards, ABC carried a 15-minute transcribed broadcast at 8 p. m. Feb. 3, with talks by Mark Woods, ABC president, Mr. Ferris and Mr. Litchfield.

WOWO Case Ruling

RULING designating the American Federation of Radio Artists (AFL) as the appropriate collective bargaining representative for staff announcers at WOWO and WOWO-FM Fort Wayne, Ind., was issued by the National Labor Relations Board last Friday. The board certified that a majority of the announcers had voted to authorize AFRA to make an agreement with the Westinghouse Radio Stations Inc., WOWO licensee, requiring membership in AFRA as a condition of employment.

RKO-PATHE "Sportscope" short subject being released to movie theatres Feb. 9 gives prominent mention to television in overall treatment of various media of sports coverage. Picture shows NBC Television covering a horse race at Belmont Park.

ANNOUNCERS NEEDED BY WNYC, WNYC-FM

TEN OR TWELVE announcing jobs soon will be open on the staff of the New York Municipal Broadcasting System, which operates WNYC New York and WNYC-FM, according to an announcement by Seymour Siegal, director.

Applications, which must be made through the Municipal Civil Service Commission, are being accepted from Feb. 3 through Feb. 21. Blanks are obtainable from the Commission at 299 Broadway, New York. Salary scales range from $2,400 to $3,000 annually, with possibility of promotion to "Announcer Grade 2" at $3,200-$4,200, Mr. Siegal said.

Requirements include a high school diploma plus two years of recent fulltime announcing experience, or a college degree plus six months' announcing experience, "or a satisfactory equivalent." Applicants must be male residents of New York State, and U.S. citizens. Veterans will be given preference, Mr. Siegal said. He explained that the New York City stations have been operating up to now with announcers under provisional appointment.

GF Summer Replacement Set by Benton & Bowles

ONE of the earliest summer replacements was set last Tuesday at Benton & Bowles, New York, for its General Foods, New York, (Maxwell House Coffee) *Burns and Allen* show on NBC when the agency signed Leonard Sillman's *New Faces*, a Broadway revue which has been produced at varied times between 1934 and 1943, as the summer successor.

The radio show will be similar to the Broadway version as a showcase for new talent with Mr. Sillman acting as master of ceremonies. Program is to take over the 8:30—9:00 p.m. period, Thursdays on NBC about June 3.

The reason for the early summer decision, it was understood, is that the show had been contemplated as a possible co-op show by CBS and the agency decided quickly to sign it up instead, as a summer replacement. Show will be produced by the B&B's own writers and producers.

Pa. Ad Clinic

ADVERTISING clinic will be held Feb. 19-20 by the Pennsylvania Savings & Loan League at the Penn-Harris Hotel, Harrisburg, with specialists in various media taking part. Representing radio will be Hugh M. P. Higgins, NAB Sales Promotion Director. He will take part in the Radio Clinic at 10:30 a.m. Feb. 19. The clinic is an experiment by the League, according to Paul C. Applegate, executive vice president, with attendance limited to 50 for the first day but open to additional members on the second day.

Here's The Picture In ROCHESTER
The Kodak City

	STATION WHEC	STATION A	STATION B	STATION C	STATION D	STATION E
MORNING 8:00-12:00 A.M. Monday through Fri.	39.9	25.0	9.5	6.3	16.2	4.4
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	41.6	28.2	7.8	13.4	9.9	4.2
EVENING 6:00-10:00 P.M. Sunday through Sat	36.8	39.2	10.3	13.3	7.8	Broadcasts till Sunset Only

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME — NOV.-DEC. 1947
Authority—C. E. HOOPER, INC.
"Station Listening Index"

WHEC — ROCHESTER, N.Y.
CBS
5,000 WATTS
National Representatives
J. P. McKinney & Son
New York, Chicago San Francisco

We stepped into Television early...

lucky for us...
useful for you!

A year ago television was pretty small potatoes. Throughout greater New York, fewer than 15,000 television sets were in operation. The hours each week when television was on the air were few. And only a handful of advertisers showed an active interest in the new medium.

One year ago—on February 11, 1947—Radio Sales looked beyond the present size of television, saw its inevitable growth, added a new facet to its services. We were officially appointed national representative for WCBS-TV, Columbia's television station in New York. Our men set to work with television just as they work with spot radio.

It was well that we were fore-handed. In one short year television has grown by leaps and bounds. The number of television sets in the New York area has multiplied by eight—from 15,000 to about 120,000. WCBS-TV has substantially increased its air hours. And advertisers' interest has heightened sharply.

Today's greater and ever-growing interest on the part of advertisers points a clear course for Radio Sales. It's the course we anticipated a year ago. Here it is, briefly:

The advertisers who turn to us for help in solving their *spot radio* problems will logically expect the same calibre of service in television. We can give that service only by applying to television the same principles we use with radio stations: full knowledge of stations, markets and programs; careful study of all available research.

Radio Sales has worked closely with television during its most spectacular year of growth. Our men have studied—and are studying—its special techniques, its programs, its audiences and its problems. Out of that study (and with our early start as background) comes the "know-how" to give television advertisers the same complete service that our spot radio clients have learned to expect from us.

Radio Sales

Radio Stations Representative...CBS

WCBS 50,000 watts New York City	KNX 50,000 watts Los Angeles	KMOX 50,000 watts St. Louis	WBT 50,000 watts Charlotte	WRVA 50,000 watts Richmond	WCCO 50,000 watts Minneapolis-St.Paul	Columbia California Network
WBBM 50,000 watts Chicago	WEEI 5,000 watts Boston	WTOP 50,000 watts Washington	WAPI 5,000 watts Birmingham	KSL 50,000 watts Salt Lake City	WCBS-TV CBS Television New York	Columbia Pacific Network

'TIME' OUT OF STEP

Sevareid and Taylor Protest Jan. 26 Interview

ERIC SEVAREID, chief news correspondent for CBS Washington, has protested to *Time* the treatment of an interview with him, printed in the Jan. 26 issue.

"Out of a two-hour conversation with your reporter in which I tried to give an honest estimate of what is fine and what is bad about radio journalism you have chosen to print four sentences," Mr. Sevareid wrote *Time*. "These warped sentences have rather cruelly misrepresented my views and have done injury to my position vis a vis my profession and my colleagues in radio . . ."

Time printed the telegram in its issue of Feb. 9.

Substantiating Mr. Sevareid's stand, Davidson Taylor, CBS vice president, also wrote *Time* last week, saying in part, "Our confidence in him extends not only to his reportorial ability but also to the respect he has for his job."

Going on record with the Radio Correspondents Assn., through a letter to Bill Henry, president, and CBS correspondent, Mr. Sevareid discussed the "distortion of what I said," and added, "Quite obviously anyone in the business who felt about it the way the *Time* article would indicate I felt about it ought to be thrown out of it or ought to have the honesty to get out of it himself . . . "

Management

JACK STEWART, former general manager of KCMO Kansas City, and until recently vice president of Tower Realty Co., Baltimore, applicant for AM and TV, has been appointed executive vice president and general manager of WASL Annapolis. Mr. Stewart previously was identified with management of WCAO and WFBR, both Baltimore stations.

JOHN A. BUNING, veteran in radio field, has been appointed manager of WHOO Orlando, Fla. He succeeds **WALTER P. SPEIGHT Jr.**, resigned. Mr. Buning, who has served in many capacities of radio—chief engineer, salesman, announcer, and various managerial positions—during the war he was one of 300 persons chosen by Western Electric Co. to serve as field representative with Navy, Bureau of Ships Branch, as radar expert. Mr. Speight has not announced future plans.

Mr. Buning

VICTOR EMANUEL, chairman of board of Avco Mfgr. Corp. which controls Crosley Broadcasting Corp. (including WLW Cincinnati and WINS New York) last week was awarded the first annual distinguished service award of the American Institute of Co-operation "for exceptional contribution in achieving better understanding between rural and urban America."

GENE O'FALLON, general manager of KFEL Denver, has been selected to represent radio industry on Rocky Mountain area council of National Conference of Christians and Jews.

LEW SARGENT, recently named commercial manager of WHAV Haverhill, Mass. [BROADCASTING, Dec. 29, 1947], has been appointed station manager. Veteran of 15 years in radio, Mr. Sargent formerly was with WEEI Boston for 11 years, and had served with WKOX Framingham, Mass., and WHDH and WNAC, both in Boston. **JOHN T. RUSS** continues as general manager of WHAV.

Mr. Sargent

LESLIE MORSON, program director of WNLC and WNLC-FM New London, Conn., has been appointed manager. He also will continue to supervise program department.

CHARLES C. CALEY, executive vice president of WMBD Peoria, Ill., and NAB director of District 9, has been elected president of Peoria Community Chest and Council.

JOHN T. RUTLEDGE, promotion manager of WVJS Owensboro, Ky., has been appointed assistant general manager of that station. Mr. Rutledge has been with WVJS since organization of its staff.

Mr. Rutledge

HOWARD W. DAVIS, owner and general manager of KMAC and KISS San Antonio, Tex., has been appointed radio chairman for Freedom Train's visit to San Antonio, Feb. 12. All local stations will participate in campaign.

ROBERT O. REYNOLDS, KMPC Hollywood vice president and general manager, has been elected for three-year term to board of directors of Better Business Bureau of Los Angeles Ltd.

DOUGLAS L. CRADDOCK, owner and manager of WLOE Leaksville, N. C., has been awarded the Leaksville-Spray Exchange Club Distinguished Service Award for outstanding contributions to community life.

THREE-month screen writing contract has been added to $2000 first prize in CBS "Dr. Christian" script award contest. Sponsor is Chesebrough Mfg. Co. Agency: McCann-Erickson Inc., Los Angeles.

Carleton D. Smith To Manage NBC TV

Assumes Position Under Kersta By Middle of March

Mr. SMITH

CARLETON D. SMITH, general manager of NBC's WRC and WNBW (TV) Washington since 1942, last Wednesday was named manager of the NBC television department, with headquarters in New York [CLOSED CIRCUIT, Feb. 2].

The announcement was made by Noran Kersta, NBC television director.

Mr. Smith will assume the position about March 15, after a vacation. His successor has not been announced as yet, though it is probable he will come from within the present Washington organization, according to Frank (Scoop) Russell, NBC Washington vice president.

Prior to Mr. Smith's appointment as WRC manager, six years ago, he had been assistant manager of WRC and WMAL Washington. At that time the latter station was a member of NBC's Blue Network.

He started with NBC Washington as an announcer in 1931, following two years of announcing with WDBJ Roanoke, Va. For the entire 12 years of President Roosevelt's administration, Mr. Smith was NBC's Presidential announcer. At Mr. Roosevelt's request, he travelled with the President even after assuming the station managership. He travelled throughout the world, and in 48 states with the Presidential party, and because of his close association with Mr. Roosevelt, was one of two radiomen chosen to attend his funeral.

Greatly interested in television, Mr. Smith was largely instrumental in bringing WNBW to its present position as the only commercially licensed television station in Washington.

WFMO Jersey City, N. J., announces new operating schedule from 7:00 a.m. to 1:00 a.m. weekdays and 9:00 a.m. to 1:00 a.m. Sundays, making total of 124 scheduled hours.

Yes **KFYR** 550 KC 5000 WATTS NBC AFFILIATE BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*

*ASK ANY JOHN BLAIR MAN TO PROVE IT.

Video Poise

"THAT girl is wonderful," said Burke Crotty, WMAL-TV Washington television director, after televising Margaret Truman. He said Miss Truman has poise and finely chiseled features that register well on video. She is a "natural" for a telecast news program or as conductor of a woman's series, he declared. Miss Truman appeared recently on WMAL-TV's *Modern Woman* program and was interviewed by Ruth Crane and Jackson Weaver. Miss Truman long ago nursed a desire for a radio career [BROADCASTING, July 31, 1944].

LOOKING FOR "PILEDRIVER" RATINGS in a rich Midwest market-area? Or in the city of Fort Wayne itself? Take a look at WOWO!

Mr. Hooper did. So did Mr. Conlan. A recent Hooper survey, covering a tri-state area, gives WOWO a top-ranking 18.6 at noon, a way-ahead 12.1 at 6:15 PM, and a walloping 9.2 at 10:00 PM.

As for the Conlan survey, made in November in Fort Wayne proper, the chart tells the story.

Astounding? Not for WOWO, the most powerful station in Indiana and one of the most popular institutions in the great Midwest. If you want proof that WOWO's high ratings are matched by mighty sales results, listen to the man from NBC Spot Sales!

Overall Share of Audience
(CONLAN SURVEY)

	Morning	Afternoon	Evening
WOWO	53.3	38.7	40.7
Station B	17.5	32.5	37.2
Station C	13.8	11.2	0.5
Station D	7.3	5.8	8.2
Station E	4.9	5.6	7.6
Station F	*	1.8	1.5
Other . . .	3.2	4.4	4.3

*Not transmitting

WOWO

The ABC Affiliate in Fort Wayne

WESTINGHOUSE RADIO STATIONS Inc

KYW · KDKA · KEX · WBZ · WBZA · WOWO

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

ONE GETS YOU FOUR ON WBNX

It takes four—the four audiences guaranteed by WBNX — English, Yiddish, German, Italian — to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Preakness Exclusive TV Coverage Rights to CBS

CBS WAS GRANTED exclusive television and aural radio rights to The Preakness, a spring turf event at Pimlico (Maryland), for 1948 and "succeeding years," the network announced last week.

The Preakness, scheduled for May 15, when it will make its debut on television, is one of three CBS turf exclusives. The Kentucky Derby, carried by the network since 1930, has been renewed for an "extended period," with exclusive aural broadcast and television rights [BROADCASTING, Jan. 26], and The Belmont was contracted in 1946.

B & W Sports TV

BROWN & WILLIAMSON Tobacco Corp., Louisville, on Feb. 6 started a five-minute sports review on the NBC television network, to be telecast Fridays, 8:25-8:30 p. m., immediately preceding the boxing telecasts sponsored by Gillette Safety Razor Co. The five-minute sports report, placed by BBDO, New York, for Kools, began on the NBC four-station video hookup of WNBT New York, WRGB Schenectady, WPTZ Philadelphia and WNBW Washington, with WBAL-TV Baltimore and WBZ-TV Boston to be added as soon as those stations go on the air. It is expected that they will be in operation in the near future.

TO PROMOTE interest of ABC Hollywood key personnel in video, Don Searle, network's Western Div. vice president, recently announced plans to enable each department head to obtain a set at absolute cost. According to Mr. Searle, network will stand initial cost of installation and individuals may pay off the expense in 24 months with no carrying charges or down payment.

Commercial

KEITH BALDWIN, national sales director of WBAP Fort Worth, for past two years, has been appointed commercial manager for AM operations. Regional and national AM sales of WBAP have been consolidated into one department. **ROY BACUS**, former AM commercial manager, has been appointed commercial manager of newly-created television sales department. Mr. Baldwin came to WBAP in 1945 from WGAR Cleveland. He previously had been with WBAY Portsmouth and WKRC Cincinnati. Mr. Bacus has been with WBAP since 1939.

HOMER GRIFFITH Co. has been appointed exclusive national representative for KXXL Reno, Nev.

FRANK R. PROUDFOOT, former sales manager of WERC Erie, Pa., has joined WHBC Canton, Ohio, in similar capacity. Mr. Proudfoot has been in radio since 1927 when he joined WLBW Oil City, Pa., as announcer and sales director. In 1929 he joined WKBN Youngstown, as sales director, going to WGAR Cleveland in 1931 as sales representative. Prior to joining WERC, Mr. Proudfoot was advertising and purchasing agent for Mellon Stuart Co., Pittsburgh, for four years.

Mr. Proudfoot

W. L. (Bill) ROWLAND, formerly with sales department of WGWC Selama, Ala., has joined WSVS Crewe, Va., in similar capacity.

CKOX WOODSTOCK, ONT., has appointed **WILLIAM WRIGHT**, Toronto as exclusive representative in Toronto and Montreal.

REYNOLD R. KRAFT, commercial sales manager of NBC television; **GEORGE MOSKOVICS**, commercial sales manager of CBS television and **JAMES CADDIGAN**, program manager of DuMont television, make up the sixth annual awards committee of American Television Society, which in June will honor outstanding contributions to the video art during the 1947-48 season.

W. S. CLARK, former manager of New York office of Howard H. Wilson Co., station representative, has been appointed sales director of WHDH Boston. He will coordinate his activities with those of **WILLIAM S. WARNER**, WHDH sales manager. Mr. Clark, who has been in radio for 14 years, previously had been president of Clark & McGeehan Inc., station representative in New York and Chicago; commercial manager of WROW Albany, and account executive at WMCA New York. He started in radio at WOOD Grand Rapids, specializing in sales and sales management.

Mr. Clark

MELCHOR GUZMAN Co., New York, has been appointed U. S. and Canadian representative for HI1A Radio Caribe, Santiago, D. R. Firm also has been reappointed as U. S. and Canadian representative for HJFM-HJFK La Voz de America, Armenia, Colombia.

CLAUDE BARRERE, New York program sales representative, has been appointed eastern representative of G. S. Wasser Co., Pittsburgh representative firm. Mr. Barrere, who for several years was manager of Syndicated Sales of NBC Radio Recoding, will maintain contacts with stations and advertising agencies in New England, New York, Philadelphia, Baltimore, Washington, and other adjacent areas. Mr. Barrere also is secretary of Radio Executives Club of New York.

CFPL LONDON, ONT., has appointed **ALL-CANADA RADIO FACILITIES Ltd.**, Toronto, Montreal and Winnipeg, as exclusive Canadian representatives and **WEED & Co.**, in U. S. A.

FREDERICK A. CURRAN has been appointed comptroller of WHLI and WHNY (FM) Hempstead, N. Y. He joined the station last July.

AL GILMAN, former KWKW Pasadena account executive, has joined KQW San Francisco, in similar capacity. **BILL TRADER** replaces Mr. Gilman at KWKW.

LLOYD WESTMORELAND, promotion manager of CKOC Hamilton, has been appointed sales manager.

MARTIN S. POLLINS has been appointed manager of New York offices of FM Reps. Inc., which specializes in representing FM stations. Mr. Pollins, whose appointment is effective immediately, has been sales representative during past year for WGHF, FM facsimile station in New York.

Mr. Pollins

FRANK HAYS, formerly with Headley-Reed Co., New York office, has joined WJBK Detroit, as sales representative.

EDWIN J. CHARLES, formerly with WQQW Washington, has joined sales staff of WINX and WINX-FM Washington.

MIKE CUNEEN and **GEORGE WARD** have joined commercial staff of WESB Bradford, Pa.

JOSEPHINE ASTORE has joined WTTM Trenton, N. J., as assistant accountant.

CJCH Halifax has appointed Lorenzen and Thompson Inc., New York, as U. S. representative.

MIMI JACOBS, member of accounting department of WWL New Orleans, and Joseph Scariano have announced their engagement.

WILLIAM VALENTINE, sales representative of CKRC Winnipeg, has joined commercial department of CFRB Toronto.

BANK AIRS RECORDED CONCERT

Dr. Rudolph Ringwall Is Commentator on Show

Featuring Light Classics

LIGHT CLASSICAL music is the core of the program now sponsored by the Society for Savings in the City of Cleveland Thursdays, 7:30-8 p.m. on WJW. After a four year absence from radio, the Society began the new series with recordings by the Cleveland Symphony Orchestra and commentary by Dr. Rudolph Ringwall. Show began September 4, 1947.

'Intensive Search'

D. James Pritchard, vice president of the Society said of the decision to use radio, "Realizing the potential value of radio, yet apprehensive of the wave of commercialism which has invaded the airways, our bank made an intensive search for the type of program which would effectively carry our message . . ."

The idea of the light classical concert, with commentary by Dr. Ringwall, associate conductor of the Cleveland Symphony Orchestra, was the idea the bank had been looking for, and arrangements were made through the WJW sales department to air the show. Larry Krupp was named announcer.

Program was promoted through radio columns of local newspapers, easel cards in the bank's lobby, and in the music classrooms of the public schools. Special display announcements were carried in the labor press on Labor Day, prior to the opening of the show, and two airplanes with banners announcing the program flew over the downtown Cleveland area.

Commercials on the symphony show occur only at the beginning and end, and are tied in with commentary about the music. Mr. Pritchard reports favorable public response to the broadcast, and satisfaction with radio as an advertising medium to build prestige for financial institutions.

they keep coming back for more

and KXOK performance keeps Food Advertisers "coming back for more"

KXOK is "one sweet cookie" that hits the spot with Food Advertisers who have a husky appetite for satisfying sales results . . . sales results in the big KXOK family circle* in the greater St. Louis market. Many food processors have tried . . . proved . . . and renewed on KXOK, advertising hundreds of food products. Yes, indeed . . . KXOK "proved performance" keeps 'em comin' back for more.

we came back for more

Cole Milling Co.
Dining Car Coffee
Folgers Coffee Co.
Forbes Tea and Coffee Co.
Haase Olives
Krey Packing Co.
Manhattan Coffee
Pevely Dairy
Quality Dairy
St. Louis Dairy
Tip-Top Bread
Union Biscuit Co.
and others.

*115 daytime counties, 98 nighttime counties according to BMB.

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME

Owned and operated by the St. Louis Star-Times
Represented by John Blair & Co.

Quality

IS THE WORD

At WBAL, we maintain that there are no short cuts to quality. That it takes fine performance to create a loyal and responsive radio audience.

That's why you'll find WBAL's local programs of a size and quality unexcelled by any radio station—anywhere. That's why you'll find every WBAL production rehearsed and polished to pin-point perfection.

Day in and day out—we keep our standards hitched to the stars. Whether it's a musical show, a dramatic performance, a comedy program, or a public service feature—we make certain it's programming of the very highest calibre.

We operate on the premise that big audiences can be built without hip-hip-hurray and telephone call "rewards for listening." We maintain that radio commercials must be in good taste and not too wordy. We strive for a radio audience that tunes us in because they like what we send out.

Don't get the idea that WBAL wears a "high hat" and "striped pants." We aim for mass appeal. And we think we've made that appeal through high standards and high quality.

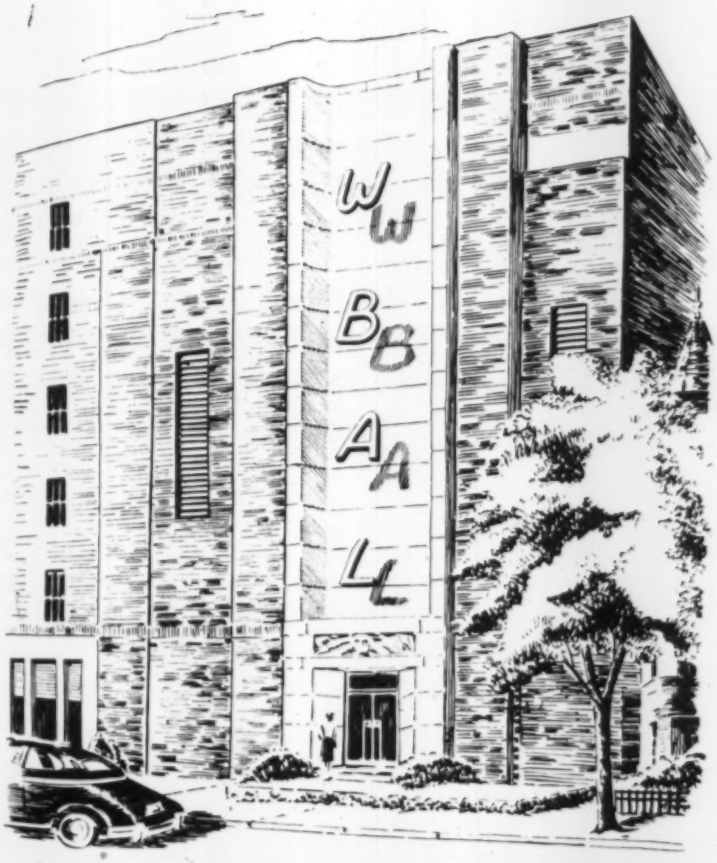
WBAL—50,000 WATTS—NBC AFFILIATE

"One of America's Great Radio Stations"

2610 N. Charles Street, Baltimore 18, Md.

Represented Nationally by Edward Petry & Co., Inc.

FOR ... WBAL



• MARKET

Baltimore, America's sixth city, the States of Maryland and Delaware and parts of Pennsylvania, Virginia and West Virginia. There are more than 900,000 radio families (more than 3,600,000 people) in this area.

• TELEVISION

Mr. Harold See, for 17 years with NBC and considered one of America's top television men, has been appointed Manager of WBAL-TV. The station will broadcast programs this month on Channel 11.

Editorial

Political Mischief

BY STUDIED effort, the FCC has catapulted itself into a political campaign issue in a Presidential year by sticking its snout into politics.

In deciding, after two-and-one-half years of pendency, a simple license renewal case that it could have skipped as it has done hundreds of others, the four-man majority hurled defiance in the faces of the states, the Congress, the Supreme Court, and even of logic itself.

The mischief wrought by the Blue Book and the Mayflower decision of unpleasant memory, may pale in contrast to that which will be engendered through the Commission's attempt to define licensee responsibility under the political section (315) of the Communications Act [BROADCASTING, Feb. 2, Feb. 9].

Irrespective of legality or propriety, one would expect a decision of a Governmental agency to provide guidance. Not the Port Huron action. Its contribution is confusion, coercion, fear and stark amazement.

The majority (Coy, Walker, Durr and Sterling) nipped up with three basic conclusions which are neither law nor rule, but which nevertheless will govern radio, if they stand. These dicta are: (1) you can't censor political broadcasts; (2) it's censorship to cancel contracts for political time because of the script submitted, even though the series hasn't started; (3) because you can't censor, the courts won't hold you responsible for libel or slander.

Thereby, the FCC majority says, the states and the Supreme Court to the contrary, the broadcaster will just have to carry that which any wild-eyed politician wants to spout, whether it's obscene, libelous or subversive. Once the station opens its microphone to one candidate, it is open sesame to all others.

Thus, the licensee, charged by law and the FCC's own rules with final and undelegable responsibility under pain of revocation, must delegate every shred of responsibility when political broadcasts are involved.

It is understandable that the first reaction is to rule out political broadcasts altogether. The risk seems too great and the "waiver" of liability too slim. But don't take that too lightly either, for the politicians rely upon radio as the prime campaigning medium. And how long would it be before an FCC majority would conclude that it is contrary to public interest not to carry politics? Commissioner Durr, who spearheaded the Port Huron decision and the Blue Book, and who believes Communists can't be denied facilities, says so at almost every FCC meeting.

The majority has been stampeded again by Mr. Durr. It's the first time for Messrs. Coy and Sterling, who have just gotten their bureaucratic feet wet. It's another case of judicial law-making by an administrative agency, as Comr. Robert F. Jones so forcefully brings out in his dissent, in part concurred in by Comr. and former General Counsel Rosel H. Hyde.

Certainly a waiver of licensee responsibility for political libel is desirable. But Congress hasn't yet decreed it, although the pending White Bill would afford that protection. The courts haven't yet upheld it. The majority cited a Western Union case in which the Supreme Court held the company was not responsible for libel in a telegram. Western Union is a common carrier. Broadcast stations are not. A telegram is delivered only to the addressee. A libelous broadcast goes to all.

One ray of hope emerges. In using the device of a proposed decision—obviously occasioned by the vigor of Comr. Jones' opposition—the FCC left the door open for possible legal redress and litigation. WHLS won its renewal after being on the hook for two-and-one-half years. It is simply the vehicle, though it suffered the stigma of temporary license. The majority changed its position several times in its effort to parry the thrusts of Comr. Jones.

The next step is up to the NAB. The simple issue is whether the guarantees of state and civil rights are worth the Constitution they're written on. Licensees cannot court possible FCC reprisals, even though the FCC's new members might not condone such tactics.

Aggressive and swift action is demanded—before electioneering gets under way this summer. The Port Huron decision is potentially worse than the Mayflower Decision and the Blue Book because if it goes by default it is another link in the chain that could shackle radio with common carrier status.

Business Index

RADIO HUNG up another record last year with total net time sales of $356,690,000, as shown by our 14th Annual Business Index, prepared for the 1948 BROADCASTING *Yearbook*, and summarized in this issue.

Radio's year-to-year upward trend in itself isn't too significant, for that is the history of the medium that, by compressing generations of development into years, has become an indispensable part of the American living standard. Only television bids to beat its pace.

Of real moment is the distribution of the radio dollar. For the first time local time sales exceeded network. Network remains approximately the same and national non-network has increased 8.1%.

More stations, of all types, meant more salesmen, more sales promotion, and more customers. Most of the new customers were on the local level because only a few of the new outlets became affiliated with networks.

The research-minded in radio will find many significant guideposts in the analysis of last year's volume. While radio's gross take has been higher, operating overhead has increased. That is true of all industry and all media. The upward spiral hasn't yet abated, but there is talk of rough weather ahead.

Whether there is or isn't it behooves all in radio to look to expense control while times are good. Reduction of expense is toughest when the trend is downward.

Trimming expenses doesn't mean cutting program or sales overhead. Programs are radio's raw material. Without programs the salesman can't operate; without sales and sales promotion, the programs can't be sold.

Quick-checks indicate that during the war years, staffs in radio-connected fields increased roughly 20%. Turnover was swift. It took more hands to do the job. "Optional" items, charged largely to excess profits taxes became permanent. Luxuries were indulged in.

Now staffs are better-trained. Better men do certain jobs, and properly are earning better salaries.

If any rule-of-thumb is to be applied, it seems to be to get expenses under what they were a year ago, but to do it without disturbing programming and sales activities. Keep creative people creating and selling people selling. Keep sales promotion going because competition within the media and with other media has increased.

The rough weather may never come, but it's prudent management to reef your sails, but don't impair your sales-worthiness.

Our Respects To—

CHARLES PARKER HAMMOND

A FACT to which some of the most important executives in network radio will admit, if encouraged at gunpoint or by Chinese water torture, is that their hidden pasts contain dark periods when they were newspapermen.

One whose present tailoring (impeccable) and establishments (a lavish office, a country home in Chappaqua, N. Y.), are more than adequate camouflage for years of youthful indiscretion in the city room is Charles Parker Hammond, one of NBC's youngest (38) and newest vice presidents. Mr. Hammond has more to hide than others. He has been not only a working newspaperman but also a publisher.

Mr. Hammond was publisher of, variously, *The Chronicle*, *The Democrat* and *The Republican*. A variety of associations that could hardly have been managed by a rutted mind. Mr. Hammond's achievements in political oscillation are none the less remarkable in view of the fact that he was engaged in these enterprises when he was between the ages of 12 and 15.

The Chronicle, *The Democrat* and *The Republican* were different names for the same paper, a weekly mimeographed journal which Mr. Hammond wrote, edited, composed and circulated in the immediate neighborhood of his Forest Hills, L. I., home. It is a matter of grave embarrassment for Mr. Hammond, since his elevation as a power in NBC to recall that as a newspaper publisher he shunned advertising as one would the plague, hewing to the steadfast policy that the appearance of commercial messages might inhibit editorial freedom.

Mr. Hammond abandoned publication of *The Chronicle*, its name at that moment, when called to higher duty and wider circulation as editor of the Newtown High School, Elmhurst, L. I., magazine and newspaper. By that time such a thick solution of printer's ink ran in his veins that he was unable to recover a normal blood count until 20 years later when he joined NBC.

Meanwhile, he graduated from Cornell U. where he was senior editor of the *Cornell Daily Sun*, did a short turn on the old New York *World* and a three-year stint with the New York *Post*. He quit the *Post* in 1934 to become assistant foreign editor of the *Literary Digest*, fleeing from that tottering publication in time to avoid its suicidal convulsion in predicting Landon would defeat Roosevelt.

He found a comfortable haven after the

(Continued on page 52)

MUSIC IS NO PASSING FANCY A love of fine music is no passing fancy. It is intense, devout, ever-growing ... makes the music lover a special kind of radio listener ... a listener devoted to the programs of WQXR-WQXQ. More than half a million music loving families in and around New York listen habitually to WQXR-WQXQ ... to the extent that no other station can reach them as effectively. Leading advertisers are concentrating more and more on this huge audience ... selling their products through the interest created by good music. For greater sales in the world's greatest market, use WQXR-WQXQ ... the stations distinguished for good music and the news bulletins of The New York Times.

WQXR

... and FM Station WQXQ

Radio Stations of The New York Times

ANOTHER WINNER

for

WLAC

Charlie Wells

While it isn't unusual for one of WLAC's blue ribbon clients to write a letter of appreciation for "service well done", the receipt of such a letter still gives us a feeling of warmth, deep inside.

Here's the latest of the many fine testimonials of WLAC's sales power.

"You will no doubt be as happy as I to hear that our company has won the award as 'Sterling Distributor of the Year' in the first annual contest sponsored by your advertiser—the Sterling Brewers of Evansville.

"I was just notified of this award and I want you to be one of the first to hear about it. I attribute a lot of the consumer acceptance that Sterling has received to the very fine radio program which your station has been broadcasting. This has made it possible for my company to achieve the very substantial *percentage of increase in Sterling sales."

(signed)

Cordially yours,

Charlie Wells, President

WELLS BEER COMPANY

**2½ years from the start of the "Sterling Dance Hour" Sterling Beer sales had moved from 3rd to 1st place in the Nashville territory!*

WLAC

50,000 Watts

Represented by

Paul H. Raymer Co.

NEW HANDBOOK AIDS RADIO NEWS EDITORS

RADIO NEWS HANDBOOK, by Baskett Mosse, Medill School of Journalism, Northwestern U., Evanston, Ill.; 64 pp. $1.50.

AS THE AUTHOR points out, this handbook, although written primarily for advanced students in the radio division of Northwestern's Medill School of Journalism, is intended as a guide for editors and writers in the preparation and production of news programs. Mr. Mosse is assistant professor of journalism at Northwestern, and a former NBC Chicago news editor and writer.

The handbook is thorough and specific, even to the point of illustrating how teletype machine ribbons and paper rolls should be replaced.

Among the topics it treats are the following: Preparation and measuring of copy, re-writing, interpretation, summary style, bulletin or dateline style, leads and sentences, words and phrases, quotations, inept language, abbreviations, punctuation, departmentalizing of news, transitions, weather, sports scores, wire copy before and after being re-written, news bulletins, radio news editing marks, commercial programs, localizing wire copy, instructions to reporters, wire recordings, news delivery, pronunciation, news policies, libel laws, lotteries, newsroom don'ts, glossary of radio terms, newsroom references and sample scripts.

SMEAR CAMPAIGNS

Stefan Blasts Commentators' Tactics, Praises Radio

"SMEAR BLITZ" attacks on public officials by some commentators and columnists are condemned in an article by Rep. Karl Stefan (R-Neb.), former WJAG Norfolk, Neb. commentator, which was introduced into the *Congressional Record* Jan. 27 by Rep. A. L. Miller (R.-Neb.).

"It is to the lasting credit of national radio networks that they have requested the appearance of Members [of Congress] on public service programs, often to answer poorly informed attacks on their integrity," Rep. Stefan declared in the article, which originally was carried in a magazine published by the U. of Nebraska Press. "In addition to speaking over the major radio chains, Members make numerous recordings of speeches to be sent home for use over local radio stations."

Rep. Stefan declared that "your national legislators have nothing to fear as long as the American press and radio retain their present standards of fairness and efficiency. . . ."

The article, titled "Glass House Tenant," dealt with various types of criticism to which Congressmen are subjected. Without mentioning names, it opened with an apparent reference to the unsuccessful opposition led by Drew Pearson, commentator-columnist, against the appointment of then-Rep. Robert F. Jones (R-Ohio) to membership on the FCC.

Respects

(Continued from page 50)

Digest turmoil as assistant promotion manager of the advertising bureau of the American Newspaper Publishers Assn., where he remained until his appointment in 1943 as assistant to the director of advertising and promotion of NBC.

Less than a year after joining NBC he became director of advertising and promotion. Mr. Hammond had arrived at a fortuitous time. Encouraged perhaps by the remarkably vigorous promotion efforts of its rival network, CBS, NBC was undertaking vast expansion of its advertising and promotion activities.

It was under Mr. Hammond's guidance that the network's promotion came of age. Among the numerous promotional triumphs to which NBC may lay claim since Mr. Hammond's accession to leadership of that department was the first cancellation of sponsored time to broadcast network promotional programs.

Mr. Hammond's main dicta in running his department have been to sell not only NBC but all of radio as an advertising medium, and to humanize his network.

It was Mr. Hammond who was largely responsible for initiating the inter-network promotion campaign now under preparation (see story elsewhere this issue).

Last October he was elected a vice president of the network and appointed as assistant to Frank E. Mullin, executive vice president.

Despite his attentiveness to duties at NBC in the past five years, a spectacularly brief period in which to have risen to a vice presidency, Mr. Hammond has found time to indulge in private pastimes. He used to own a boat and still sails occasionally although, since moving to Chappaqua, he is inconveniently distant from sailing waters. He raises springer and cocker spaniels. He wishes he had time to write, for he still harbors notions left over from his pre-NBC days.

He is married and the father of two daughters, Mary Louise, 6, and Deborah, 3. His affiliations include Zeta Psi fraternity and Book and Bowl Club.

Occasionally now Mr. Hammond, a restless man, surfaces above the inter-office memos, the departmental reports and the other papers that engulf his desk and paces to a window for a restoring look at the world outside his office, remembering. The publisher's job on the *Chronicle-Democrat-Republican* was a cinch.

News

BILL STEARNS, sportscaster, and sportwriter with Dover Democrat, has been appointed director of sports for **WHEB** and **WFMI (FM)** Portsmouth, N. H. He succeeds **JACK KANE**, who has held that position for past five years and will now head sales staff of **WHEB**. Mr. Stearns has been a sportswriter for 15 years and will continue to write his daily column for Dover Democrat.

WBGA and WBGA-FM Columbus, Ga. now originates all newscasts from newsroom of local Ledger-Enquirer newspaper.

INTERNATIONAL NEWS SERVICE is now supplying copies of INS Radio News Manual for distribution to Army radio stations in occupied areas overseas, at request of U. S. Army's Civil Affairs Div.

LARRY HAEG, farm service director of WCCO Minneapolis, is the father of a boy, born Jan. 23.

SIG MICHELSON, director of news and special events for WCCO Minneapolis, has been named by Gov. Luther W. Youngdahl as only radio member of committee to inform Minnesotans regarding development of new state constitution.

DOUG MITCHELL, former sportscaster at **KOH** Reno, has joined sports department of **KXXL** Reno.

SPORTS BROADCASTERS Assn. has announced that **BRANCH RICKEY**, president of the Brooklyn baseball club, will receive the first annual Graham McNamee Memorial Award at an SBA dinner Feb. 24. Award was given Mr. Rickey for his "outstanding contributions to the sports world in 1947."

HAL BERGER, KMPC Hollywood director of Major League baseball re-creations, has been named sports director of Armed Forces Radio Service. Mr. Berger will conduct this program for **AFRS**, to be shortwaved throughout world.

KECA Hollywood has established a documentary program unit to broaden its news service. Its efforts actually will represent cooperative result of program and news departments, according to **CLYDE P. SCOTT**, general manager.

CLIFTON UTLEY, NBC commentator, and the news and special events staff of **WMAQ** Chicago, have been presented honorary plaques by Cook County Council of American Legion for their aid in promoting the Legion's Independence Day fete in 1947.

IRA WALSH, public events director of **WWDC** and **WWDC-FM** Washington, was one of six men cited by Washington Afro-American for public service in 1947 and work in promoting understanding among different minority groups.

AMERICAN LEGION, at its national headquarters in Indianapolis, has completed the mailing of 15-minute transcribed programs on Universal Military Training to approximately 1,000 U. S. stations.

WVJS

1420 KC AM

"Serving the RICH OHIO VALLEY!"

FM CHANNEL 241

SPORTS·NEWS·MUSIC

1,000 WATTS AM • Fulltime • 45,000 WATTS FM

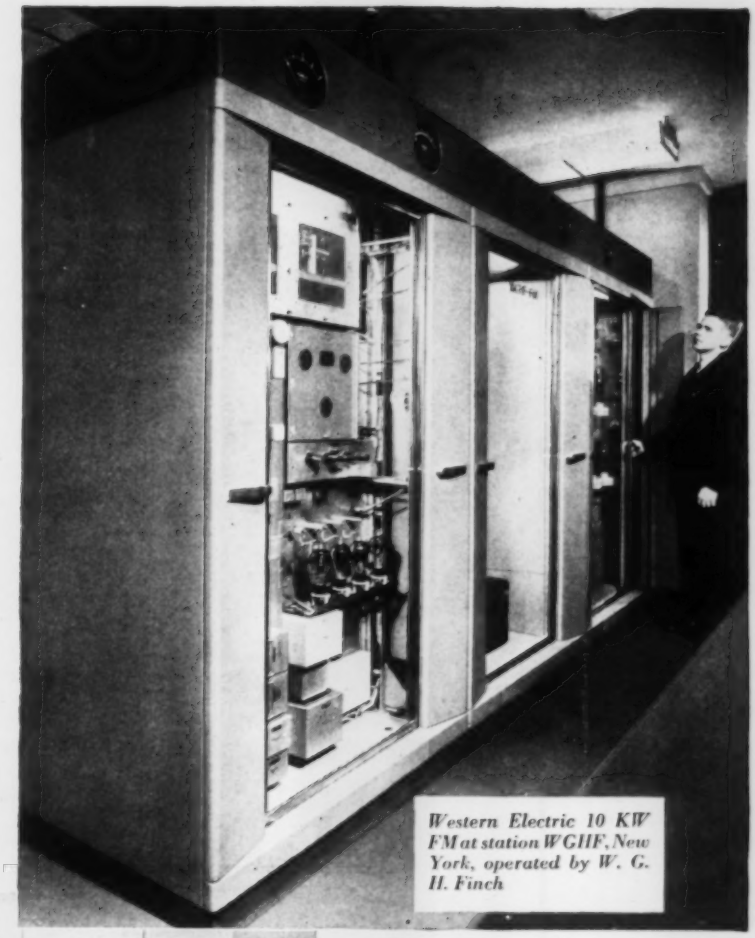
WVJS ★ WVJS-FM

NOW OWENSBORO, KY. SOON

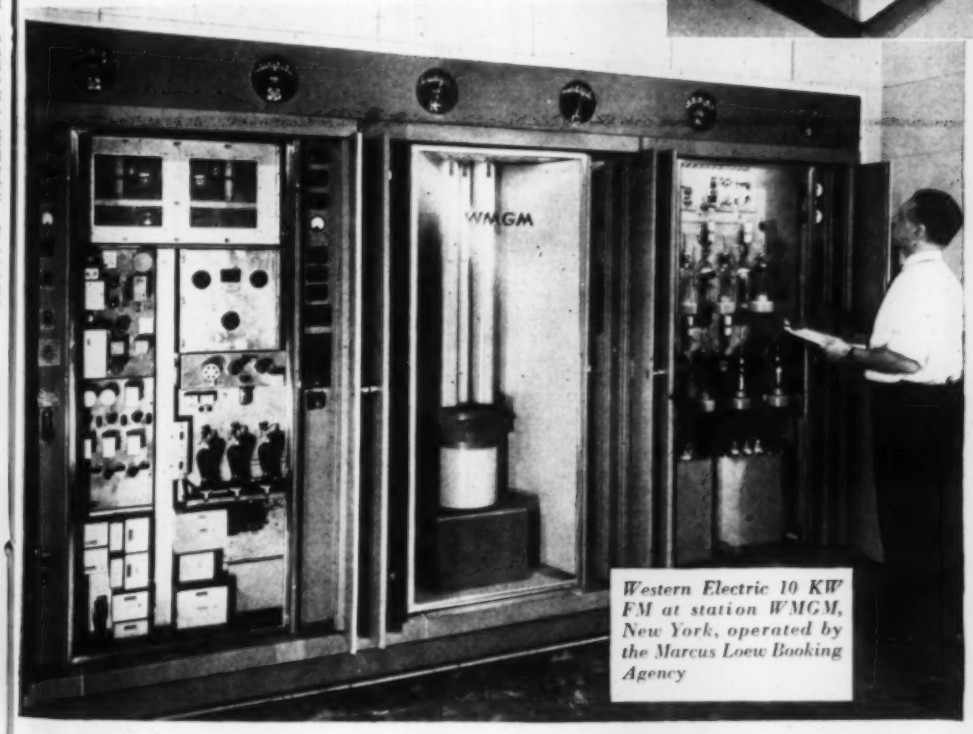
Represented by RAMBEAU

WGHF AND WMGM NOW 10 KW FM

They've had their power and their faces *lifted!*



Western Electric 10 KW FM at station WGHF, New York, operated by W. G. H. Finch



Western Electric 10 KW FM at station WMGM, New York, operated by the Marcus Loew Booking Agency

Here's how . . .

WMGM and WGHF first went on the air with Western Electric 1 KW FM transmitters—WMGM in 1942 on the old frequency band, WGHF in 1946 on the new band.

With the change in FM frequencies, WMGM's transmitter was converted to the higher band and modernized to make it equal in every respect to the later model installed at WGHF.

Now both these 1 KWs—housed in new "TRANSVIEW" design cabinets—serve as drivers for the latest 10 KW amplifiers.

These modernized transmitters are equal in every respect to 10 KWs coming off the line today.

Working with broadcasters to keep their equipment up to the latest standards has long been a custom with Western Electric. That's worth remembering when you are ready to buy. For details on Western Electric's full line of AM and FM equipment, call your Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

Distributed by Graybar — Offices in 92 Principal Cities

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

In Oklahoma City
KOMA
50,000 WATTS
Joe Bernard—Gen. Manager
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

Agencies

HALL LAMB, former account executive with KYW Philadelphia for past six years, has joined Charles A. White Agency, Philadelphia, as director of radio and television. Active in Philadelphia trade circles for past 18 years, Mr. Lamb was with Albert H. Dorsey Agency for ten years, with William C. Benkert Industrial Real Estate for five years, and sales manager for New England Baking Co.

KENNETH B. HURD, former publisher and vice president of American Druggist, has joined Federal Adv., New York, as vice president and director. He heads special department of drug product marketing. Mr. Hurd had been with American Druggist since 1927.

Mr. Hurd

JACK CLARK has joined copy department of Ad Fried Adv., Oakland, Calif.

GEORGE E. WASEY, who has been account executive with Erwin, Wasey & Co., New York, since 1934, has been named a vice president of the agency.

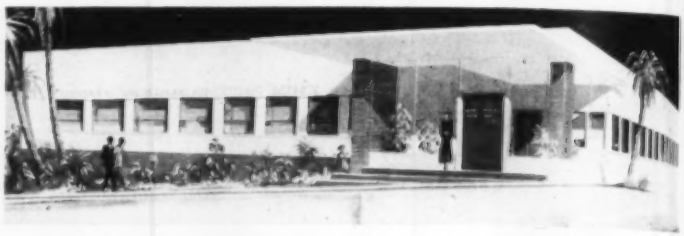
JOSEPHINE NEVINS has joined Ray Austrian & Assoc., New York, as copy chief and publicity director.

JUDSON IRISH, formerly with Kenyon & Eckhardt, New York, has joined copy staff of Doherty, Clifford & Shenfield, New York.

MARGARET HARRISON, new to agency field, has joined Duane Jones Co., New York, as head of its premium creating department.

WILLIAM A. ADRIANCE, with Brooke, Smith, French & Dorrance, New York, for 22 years, has been elected vice president. He will continue to direct activities of art department in New York division.

ARTHUR A. PORTER, account executive at Leo Burnett Co., Chicago, has been appointed director of media analysis for the agency. Mr. Porter joined Burnett Co. as director of research in 1945, after having been associated for ten years with Dr. George Gallup's American Institute of Public Opinion.



NEW QUARTERS for Lockwood-Shackelford Adv., Los Angeles are in process of construction at Beverly Blvd. and Westlake Ave. New office building affording 5,000 square feet of floor space will incorporate the newest and most effective feature for agency operations. Established in Los Angeles in 1912, agency maintains offices in New York and Chicago as well. Architect Stiles Clements made the above sketch.

JOHN D. HYMES has announced his resignation as radio and television business manager of The Biow Co., New York, effective March 1. Mr. Hymes has been with Biow Co. since 1945 and was formerly with CBS, WNEW New York, Lord & Thomas, and Foote, Cone & Belding. He has not yet announced his future plans.

Mr. Hymes

HAROLD W. STECK, with McCann-Erickson, New York, as freelance radio script writer, has joined agency as director of radio copy.

ANNE BARNARD, former director of women's division of National Safety Council, has joined public relations and publicity department of Walter Weir Inc., New York. She will have charge of women's activities in servicing agency's group of accounts in consumer packaged products field.

MILTON SAMUEL, West Coast publicity director of Young & Rubicam, Hollywood, is on three-week trip through key West Coast cities contacting newspapers and stations.

ED MERRILL, former radio business manager of Young & Rubicam, Hollywood, Feb. 9 joins the agency's San Francisco office as account executive.

JANE HOEN has joined Wilhelm-Laughlin-Wilson Assoc., Dallas, as a copy writer.

FREDERICK E. WESTER has joined Joseph P. Schneider Inc., New York, as account executive. He formerly was account executive with BBDO, New York, and recently was New York direct sales representative for WIBG Philadelphia.

LESTER G. BARROW, formerly with Fuller & Smith & Ross, New York is now account executive for Robert W. Orr & Assoc., New York.

THEODORE W. GOLDING, formerly an officer of Funt-Golding Inc., New York, has joined Norman D. Waters & Assoc., New York, as an account executive.

JAMES T. KELLY, former account executive with C. Wendel Muench & Co., Chicago, has joined Olian Adv., Chicago, in similar capacity.

WAYNE TISS, vice president and associate radio director of BBDO, Hollywood, arrives in New York Feb. 9 for three weeks conferences.

ROBERT RAISBECK has resigned as Hollywood head of Grant Adv. Co., with no successor named. Office will function as service office, with **JIM ALLWORTH,** account executive, acting as temporary supervisor.

BUD SPENCER, assistant manager of Foote, Cone & Belding, Hollywood, is the father of a girl, Susan Briley, born Jan. 29.

NOREEN BLAKE, copywriter and timebuyer for Adolphe Wenland & Assoc., Hollywood, has resigned effective Feb. 27. Miss Blake will be married March 14 to John DeGarter.

WALTON R. GARDNER, former account executive at Decora Inc., Chicago, has joined Christiansen Adv., Chicago, in similar capacity.

JACK C. WALSH, formerly with McKim Adv., Montreal, and former manager of Montreal office of James Fisher Co., has joined Schneider, Cardon Ltd., Montreal.

CLEMENT W. COOK has been appointed manager of Montreal office of J. J. Gibbons Ltd. He formerly was plans director of branch office, and is director of advertising course at McGill U.

MEL MOHR, formerly with S. L. Fiess, publisher's representative, New York, has joined Gunn-Mears Adv., New York, as radio director.

W. T. KILDUFF, former local sales representative for WSAI Cincinnati, has established Kilduff & Co., agency specializing in aural radio and television, at 712 Keith Bldg., Cincinnati. Mr. Kilduff had been with WSAI for two years, and prior to 43 months in Navy, was with Chicago Sun, and National Cash Register Co. at Cincinnati and Dayton. He is a member of board of governors of Cincinnati Ad Club.

Mr. Kilduff

FLORENTINE URBAN has joined creative staff of Wolfe-Jickling-Dow & Conkey, Detroit. She also will serve as account executive on several of agency's radio accounts.

Ad Club Hears Jett

FORMER FCC Comr. E. K. Jett, now vice president and radio director of the *Baltimore Sunpapers*, discussed "Radio: Past, Present and Future" in an address at the 40th annual banquet of the Advertising Club of Baltimore, held Feb. 7 at the Emerson Hotel in Baltimore. More than 700 persons attended the affair, including city and state officials. Gov. Preston Lane presented a certificate and plaque from the club to Milton Berle, comedian, as "the outstanding radio personality of 1947." Large "Plunder Boxes" containing nationally advertised products were given to members and guests.

TELEVISION survey and workshop course is being offered by Extension Division of U. of California, Los Angeles, starting Feb. 16.

KAYX
IOWA'S Most Popular DAYTIME STATION...
Delivers the "DAY TIME AUDIENCE"

NO WASTE COVERAGE . . .
KAYX delivers NORTH-EAST IOWA SOLID!!

More Audience *per dollar* of Radio Time . . . brings you more SALES per dollar invested! KAYX opens a "Selling Gateway" to the rich Northeast Iowa Market, where industry and agriculture assure a stable market.

HERE'S THE "DAYTIME STORY"
* 1701 pieces of mail . . . 1st 13 days of January!
* 1500 requests for pictures of feature Cowboy . . . on daily at 2:30 P.M.!
* 2000 pictures requested on "Jorgy" and "Mac"!
* 862 replies on Saturday afternoon Amateur Show!

Mac's "ESPECIALLY FOR YOU" (More than 8,000 letters in 6 months!

1090 kc KAYX 1000 watts
C.R. MILLER PRES. A.W. TRIGGS JR. MGR.
NATL. REP. TAYLOR-HOWE-SNOWDEN SALES, INC.
AREA REP. TALLCORN NETWORK, GEORGE W. WEBBER

Impressive progress—in public service, in programming, in facilities and in audience—marks the year 1947 as the best in WBT's history.

Here are some of the Things We're Happy About—

The Recognition of Our Public Service.

1947 brought to full stature WBT's Traffic Safety Campaign (praised by the National Safety Council); produced the round-the-clock campaign for Charlotte's Negro YM-YWCA (cited by SPONSOR as an example to the nation's broadcasters); saw an even larger contribution of radio time to constructive community projects.

The Expansion and Improvement of Our Facilities.

The inauguration of WBT-FM, the operation of WBT's Shelby satellite, and the filing for television rounded out a year of unprecedented technical progress.

The Audience Delivered on Our Network Programs.

In 1947, alert programming by Columbia and coordinated station-network promotion enabled WBT to return to CBS far larger than average audiences for network programs.*

The Expansion and Improvement of Our Local Shows.

Aggressive, station-minded representation by Radio Sales and fullest cooperation by CBS enabled WBT to broadcast more live, local programs in 1947 than in any previous year.

The Response of Our Audience.

1947 brought conclusive proof of WBT's hold on its audience—a 59.6% share of audience (average weekly),* 2½ times the share of the next most popular station, 1½ times the COMBINED share of all other stations in Charlotte.

The Praise of Our Advertisers.

"This agency bills about $400,000 worth of direct mail radio each year and your record is the finest we have ever had." So writes a 1947 advertiser. Yes, we're happy about 1947—and we're just as happy about the opportunity 1948 affords us to serve our advertisers and our community of 3,500,000 Carolina listeners—even better than in 1947.

*C. E. Hooper, Charlotte Summary Report, Oct.-Nov., 1947

YES....

we're happy about the year 1947...

the best in WBT's 27-year history

WBT

50,000 WATTS • CHARLOTTE, N. C.

THE JEFFERSON STANDARD Broadcasting Company

A subsidiary of the JEFFERSON STANDARD LIFE INSURANCE COMPANY

Represented Nationally by Radio Sales • New York, Chicago, Los Angeles, Detroit, San Francisco, Memphis

'FORTUNE' LAUDS ARMSTRONG

Calls Him Greatest American Inventor Since Edison; Most Important of All Radio Inventors

TERMED a "telescoped" history of Prof. Edwin H. Armstrong, an article on the inventor of FM is presented in the February issue of *Fortune* under title, "Armstrong of Radio." The Columbia U. professor of electrical engineering is described as "that inevitable rarity —an inventor who has made a fortune."

Citing as Dr. Armstrong's four basic discoveries the regenerative circuit, the superheterodyne, the super-regenerative circuit and FM, the article states these important discoveries "qualify Armstrong for the dual titles of the greatest American inventor since Edison and the most important of all radio inventors, including Marconi." It continues that these discoveries also "have made him the most controversial figure in radio" and that the controversy "revolves around FM."

Fortune reported that to settle the FM patent controversies Dr. Armstrong "is currently preparing to take his case to court—a test case whose outcome will be awaited with burning interest by the entire radio industry."

The article traces the experiences of the inventor from his early inquisitive experiments during high school days in Yonkers through his efforts at Columbia U. to his later years of professional work. His investigations in behalf of the Allies in World War I, patent problems with Dr. Lee De Forest and subsequent "break" with RCA are outlined in some detail by the story. A painting by Stephen Green of Prof. Armstrong in his laboratory accompanies the article as a full-page color reproduction.

Promotion Kit

PROMOTIONAL KIT, including radio scripts, radio news releases and a handbook on retail promotion, has been issued by the National Wallpaper Wholesaler's Association to promote March as National Wallpaper Month. Kit is obtainable to all retailers and wholesalers as a complete promotional guide in the drive to "beautify the American home." Julian Brightman Co., Cambridge, Mass., advertising agency, prepared kit for widespread use by all dealers, whether affiliated or unaffiliated with the association.

Transcription Carrying Case

A "must" for every "huckster"! Sturdily constructed from genuine top grain cowhide.
Zipper travels full length of one side and across the top.
Holds up to fifteen 16" records without crowding.
Round leather handles for strength and comfort. Send check with order, or will ship C.O.D.

BUFFALO RECORDING COMPANY

277 Delaware Ave., Buffalo 2, N. Y.

Independent Radio Tribunal CAB Goal

Report on Broadcasters' Stand Tabled by Planning Group

MAJORITY of independent Canadian broadcasters, members of Canadian Assn. of Broadcasters, informed CAB board of directors they were in favor of pressing for establishment of independent government-appointed regulatory body to hear and decide problems of independent and government-owned broadcasting stations and systems. Report covering the broadcasters' stand was tabled by CAB planning committee at January meeting of CAB board at Toronto.

The board has decided to study ways of asking the forthcoming Parliamentary Radio Committee, expected to start sittings late in March, to recommend a Parliament-appointed regulatory body before which CAB member stations and Canadian Broadcasting Corp. stations can appear on equal status.

Such a body would replace present CBC board of governors as only body before which independent stations could apply for power increases, changes in frequency, applications for new stations, changes in station ownership, changes in regulations, and other matters.

Plans Promotion

CAB plans to publicize its appeal for an independent radio tribunal this year as much as last year, when Parliamentary Radio Committee recommended public hearings before CBC board of governors, power increases to maximum of Havana Treaty for independent Canadian stations, and licensing of television stations to CBC and other applicants.

In addition to discussing plans for Parliamentary Radio Committee, CAB board meeting dealt with rate structure, held talks with station representatives on sales methods, and considered agenda for forthcoming CAB annual meeting at Chateau Frontenac, Quebec, March 8-11.

Meeting was under chairmanship of Harry Sedgwick, CFRB Toronto, chairman of CAB board.

Attending were: G. R. A. Rice, CFRN Edmonton, CAB president; A. Gauthier, CHLT Sherbrooke; Malcolm Neill, CFNB Fredericton; G. S. Henry, CJCA Edmonton; A. A. Murphy, Saskatoon; Ken Soble, CHML Hamilton; Ralph Snelgrove, CFOS Owen Sound; and CAB Executives Harry Dawson, Arthur Evans, Doug Scott, of Toronto, and Jim Allard, Ottawa.

BBM Adds 15

FIFTEEN MORE stations have joined Bureau of Broadcast Measurement, Toronto, bringing total to 82 Canadian station members, more than two-thirds all commercial broadcasting stations in Canada. New members are: CJFX Antigonish, CHEF Granby, CJCH Halifax, CKCR Kitchener, CKRS Jonquiere, CFPL London, CFRA Ottawa, CFBC St. John, CKSB St. Boniface, CHLT Sherbrooke, CJSO Sorel, CJCS Stratford, CKCL Truro, CJOB Winnipeg, and CJLS Yarmouth. Annual meeting of BBM will be March 9 at Chateau Frontenac, Que.

Allied Arts

J. SEEGAR HEAVILIN, former managing editor of Paramount News, has been appointed director of visual publicity for Carl Byoir & Assoc., New York. He will direct all firm's public relations activities in fields of television, motion pictures and still pictures. Mr. Heavilin has been in newsreel and motion picture field for 15 years, and has won several awards for his work.

M. D. NETREBA and **L. B. PIKSER** have established new monthly publication, "Music-Q," for distribution in Greater Washington, D. C. Magazine lists selections to be played on "good music" radio programs, and local musical events. Music-Q address is Box 6767, Washington, D. C.

CHARLES C. COWLEY, vice president in charge of franchise operations of Muzak Corp., New York, has been named executive vice president. Mr. Cowley has been with Muzak three years.

JAMES F. COSGROVE has joined Federal Telephone and Radio Corp., Clifton, N. J., as district representative for broadcast equipment in New York-New England area. Mr. Cosgrove formerly was with Cosgrove-Rheinhardt Co., manufacturers' representative firm which he established. **R. P. LAMONS**, formerly with Western Electric Co., has joined Federal as district representative for broadcast equipment. He will work out of Chicago office.

JANET WIDMER, manager of Chicago office of C. E. Hooper Inc., will leave for two-month visit to firm's Hollywood office where she will conduct clinics for staff members of buyers and sellers of radio time to acquaint them in detail with how ratings are obtained and how they can best be used. During Miss Widmer's absence in Chicago, **RUTH COLCORD**, assistant manager, will head Chicago Hooper office.

PAUL S. ELLISON, director of public relations for Sylvania Electric Products Inc., has been elected a member of the board of directors of Advertising Research Foundation.

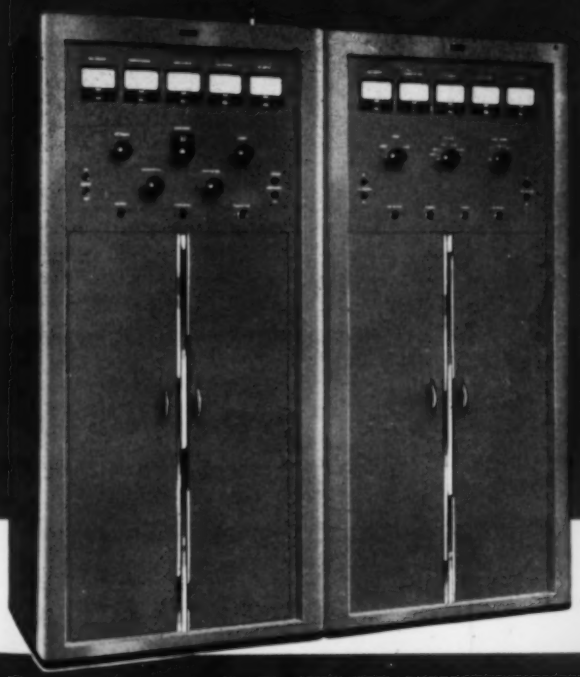
AL LEWIS, formerly of Exclusive Radio Features Co., Toronto, has opened his own organization at 219 Church St., Toronto. Telephone Elgin 4580. Firm is handling number of recorded programs from U. S., including Universal Radio Productions and Hal Wilson Productions of Hollywood, and Harry S. Goodman Productions, New York.

REL Studio - Transmitter FM Link 'Package' Ready

RADIO Engineering Laboratories Jan. 29 announced final development of 940 to 960-mc FM studio-to-transmitter link equipment. This is the result of a program of studio-to-transmitter link design, accelerated by demands by broadcasters for equipment capable of operating in the band allotted by the FCC for this purpose, the announcement said.

The equipment consists of a transmitter, receiver, monitor, transmitting and receiving antennas with their supporting structures and a supply of transmission line. Deliveries are contemplated on a quantity basis within the next few months, REL said.

When the ANTENNA CURRENT METER FALLS TO ZERO



Yes, when the antenna current meter reads zero it means you're off the air,—and being off the air means trouble,—somewhere. Usually the trouble is quickly found—but you need a part,—a very important one—that you don't have on hand.

If you are a Gates customer the answer is quickly found—wire or call and the much needed component is on the way,—by the quickest means. And if you are like many of our customers the telephone call or wire is not sent during business hours,—and the shipment doesn't leave during business hours either,—it leaves in the middle of the night,—early in the morning, or almost any time

We're not asking for business like this but when you deal with Gates we think you deserve it. For Broadcasting is our business,—and if you buy Gates equipment,—or want to see what Gates service is like—just call on us when your Meter Falls To Zero.

GATES

The transmitter shown above is the BF-3A three kilowatt FM transmitter,— one of a series of units in the Gates line that comprises models of 250 watts power thru 10 kilowatts. Complete information is yours for the asking— on this and our complete line of AM and FM broadcasting equipment.

Gates Radio Company
Quincy---Illinois

BRANCHES—
Eastern Sales Office: Warner Building, 13th & E Street, N. W., Washington 4, D. C.
Western Sales Office: 574 Hargrave Street, Inglewood, California:
2227 East 10th St., Tulsa 4, Okla.: 246 Baltimore, Waterloo, Iowa.
Canadian Sales: Canadian Marconi Co., Montreal. International distribution
Overseas by Westinghouse Electric International Co., 40 Wall St., New York 5.

This Year is G-Year ----
The Swing's to GATES ---- in '48

Production

JOHN NEAL, production manager of WINS New York for three years, has been appointed program director, succeeding **JERRY DANZIG**, who resigned to join CBS television [BROADCASTING, Feb. 2].

W. S. (Bill) SHEPHERD, former radio director for McCann-Erickson, Minneapolis, for past four years, has been appointed assistant program manager of WCCO Minneapolis. Mr. Shepherd started in radio seven years ago as associate radio director of McCann - Erickson in Chicago. Prior to that time he spent 16 years touring country in stock and vaudeville and directing and producing such events as Chicagoland Music Festival.

Mr. Shepherd

MIKE HOPKINS, former chief announcer at CHUM Toronto, and more recently with CFRA Ottawa, has rejoined CHUM as production manager, newscaster and m.c. of "The Mike Hopkins Show." Mr. Hopkins previously was with CKLW Windsor.

TRENTON K. EMCH, U. S. Naval Recruiter, is handling weekly record show on WCPS Tarboro, N. C. Chief Emch is stationed at Wilson, N. C., and appears on WCPS every Monday at 2 p.m. as disc m.c.

LEWIS L. DOOLITTLE, special events and publicity director of WNHC New Haven, Conn., has been appointed program director, succeeding **DAVID K. HARRIS**, resigned. **DAN ALLISON**, formerly with KLZ Denver, has joined station's announcing staff. Mr. Allison previously was with KPPC Pasadena, Calif. and KRIS Corpus Christi, Tex.

LESTER GOTTLIEB, who has been with Young & Rubicam, New York, since 1944, first as publicity director, then talent head and most recently producer of "We the People," has joined CBS as producer under **HARRY ACKERMAN**, executive producer, effective March 1. Mr. Gottlieb, prior to his affiliation with Y&R, was publicity director for Mutual.

RADIO WOMEN of Indianapolis are making plans to organize on a citywide basis to discuss and work toward mutual progress. Ruby Anderson, promotion director of WIRE, was hostess to the meeting for beginning of the organization. Attending were (seated 1 to r): Marybelle Dickinson, music librarian, WISH; Jane Flarity, promotion director, WIBC; Martha McHatton, radio columnist, Indianapolis News; Helen Setterquist, traffic manager, WISH; (standing) Helena Sack, traffic manager, WIBC; Miss Anderson.

HARVIN G. GARRISON, active in summer stock theater companies in New England and New York and former Army Air Forces veteran, has been appointed an assistant in production department of WFIL-TV Philadelphia.

JULES HERBUVEAUX, program manager of NBC Central Div., has been named as one of radio committee chairmen for Chicago celebration of American Centennial of Christian Bros. Plans comprise religious and civic observances May 1 and May 2, respectively.

CARLO De ANGELO, radio director for past 18 years, has turned actor as well as director in new comedy program being offered by Bruce Chapman Co., New York. Show, titled "Mr. Patsy," is written by **BRUCE EVANS** and is built around a barber shop.

CON MAFFIE, pianist on CBS "G. E. House Party," is the father of a boy, Michael, born Jan. 27.

WILLIAM SPIER, producer of CBS "Sam Spade" and "Suspense" programs, and June Havoc, screen actress, were married Jan. 25.

JACKSON WEAVER, freelance radio actor-announcer, is now m.c. of "Stars of Tomorrow," video show on WTTG Washington, DuMont television station.

LARRY SHIELDS, formerly with WBAC Cleveland, Tenn., has joined WGRV Greenville, Tenn.

JOSEPH BUTLER, formerly with WMIX Mt. Vernon, Ill. and WLIN Merrill, Wis., has joined announcing staff of WKZO Kalamazoo.

NORAH ADAMSON, recording and transcription librarian at WBZ Boston-Springfield, has been appointed film librarian for WBZ-TV, which expects to begin telecasting in the spring. Miss Adamson, who has had 17 years radio experience, joined WBZ as producer in 1943. **CHARLOTTE SPINNEY**, traffic clerk at WBZ, has been appointed recorded continuity, transcription librarian and music clearance head.

RALPH HERMANN, well known composer-conductor, has joined WMAW Milwaukee, as musical director. Mr. Hermann formerly was choral orchestral arranger for NBC, handling the "Robert Merrill Show" and others. Prior to joining NBC, Mr. Hermann had been pianist - arranger with Paul Whiteman and arranger with WTMJ Milwaukee.

Mr. Hermann

JERRY KREEGER, former chief announcer with WARD Johnstown, Pa., has joined WISL Shamokin, Pa., in similar capacity.

ALFRED TENNYSON, production man at WHN New York, and Jeanne Olson were married Jan. 25. Mr. Tennyson is the son of **JIM TENNYSON**, copy supervisor at Duane Jones Co., New York, and the nephew of **E. J. GRADY**, executive vice president of Ruthrauff & Ryan, New York.

BOB POOLE, m.c. of "Poole's Paradise" on WWL New Orleans, is the father of a girl, Michele.

ED PECK, formerly with WSPR Springfield, Mass., has joined announcing staff of WCTC New Brunswick, N. J.

DICK WIGGERMAN, formerly with WCPO Cincinnati, has been appointed production manager of WJMR and WRCM (FM) New Orleans, La.

BOB MURPHY, formerly with WTOD Toledo, has joined announcing staff of WJBK and WJBK-FM Detroit.

EDITH TODESCA, production manager of CBS Western Div., has shifted to duties of director of personnel relations and **EVELYN LIFSCHULTZ**, director of personnel, has been named production manager in Western Div. operations department.

DENNIS DAY, star of his own NBC program and vocalist on Jack Benny show, and Margaret Ellen Almquist were married Jan. 29.

SKEE WOLFF, Chicago writer and producer, has joined production staff of WBBM Chicago. Mr. Wolff is author of the station's "That Man May Live" series heard Sat. 3:45 p.m. (CST).

BILL NELSON, member of WLS Chicago promotion department, has been named assistant production manager.

PHYLLIS KREMER, member of WBBM Chicago continuity department, and **SHELBY GORDON**, Chicago freelance AM and television writer, were married Jan. 31.

DAN RAFFERTY, formerly with WHO Des Moines and WOC Davenport, has joined announcing staff of WJJD Chicago. Mr. Rafferty also has been with St. Ambrose College in Iowa as radio instructor.

SAM ROWLAND has resigned as disc m.c. of KWKW Pasadena to join C. P. MacGregor Sound Studios as script supervisor and programming aide. **ANDY MANSFIELD**, KWKW staff announcer, replaces Mr. Rowland.

FRAN PETTAY, formerly with WHK Cleveland for past eight years, has joined WJR Detroit, as disc m.c. of "Night Watchman," 12:10-3 a.m. He previously had been with WBNS Columbus and WKRC Cincinnati.

KEITH KERBY, program director of KSFO San Francisco, and Emily Hubbard were married Jan. 25.

LOU STONE has joined announcing staff of WSTV Steubenville, Ohio.

TONY LEADER is to join CBS Hollywood as producer-director, Feb. 15.

JACK POWELL, formerly with KYOR San Diego, and **GEORGE NEMETT**, formerly with Armed Forces Radio, have joined KVVC Ventura, Calif., announcing staff.

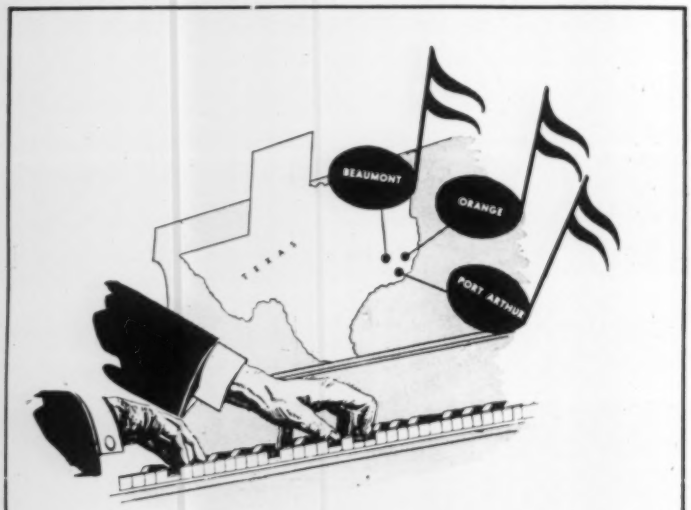
RUSSEL PARK, assistant farm program director of WLS Chicago, and **WILMA GWILLIAM**, station's publicity director who resigned effective Jan. 31, were married in Chicago Jan. 24.

FAYE JOHNSON, member of WIOD Miami Fla., continuity department, has resigned to join her husband in Honolulu and has been replaced by **NANCY KULP** of station's program department.

RCA Gives Disc Turners New Recordings Service

SUPPLANTING its former distributor method of servicing U. S. radio stations, RCA Victor Records last week launched a new disc m. c. service for about 850 independent stations.

Ten-inch plastic recordings of all types of music, including popular single releases and albums, will be shipped to more than 2,800 disc jockeys, stations librarians and program directors in advance of the general release date.



Strike the Master Note!

BEAUMONT TEXAS

KFDM

560 KC 1000 WATTS

REPRESENTED BY FREE & PETERS, INC.

KFDM strikes the master note... covering the three major cities along the Rich Sabine Area of the Gulf Coast! The ONLY major network station which really penetrates this vastly important area, KFDM can get results for you from the ever-circulating 584 million dollar effective buying income this market offers. Yes, KFDM does an OUTSTANDING job of covering ALL THREE!

AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

LIBEL and SLANDER

Invasion of Privacy
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Plagiarism

These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

FLIGHT OVER POLE

Manager of KFAR Shortwaves Details of Trip to NBC

KFAR Manager Bramstedt (l) interviews Pilot Mackey before take-off on polar flight.

* * *

FLIGHT over the North Pole Jan. 22 with U. S. Air Force weather experts was a long-to-be-remembered adventure for Alvin O. Bramstedt, general manager of Midnight Sun Broadcasting Co. (KFAR Fairbanks and KENI Anchorage, Alaska). Mr. Bramstedt, who fed a shortwave description of the trip to NBC in San Francisco from Fairbanks, was quoted by the *Fairbanks Daily News-Miner* as saying the Pole "is no place for a homestead."

Expecting to see a mass of white with towering icebergs, Mr. Bramstedt said that instead the Pole looked like a great delta—actually the polar cap "and what appeared as rivers was open water formed by the cracking and shifting of the ice under pressure from tide and wind."

Mr. Bramstedt made the trip in a B-29, whose crew described the journey as a routine flight to observe polar weather. The pilot, Lieut. Russell Mackey, of San Francisco, had made the run to the pole from Fairbanks seven times. The big plane arrived over the Pole about 8:10 p. m. on a moonlight night, Mr. Bramstedt said. As for the temperature—40 below outside the B-29, flying at a height of 10,000 feet, but a comfortable 30 above inside the pressurized cabin.

Price to Address First Of New School Sessions

BYRON PRICE, assistant secretary general of United Nations, is slated to make the opening address in a series on "Freedom of The Press: At Home and Abroad, in Print, Radio and Film," on Feb. 11, at the New School, 66 West 12th St., New York.

Other speakers in the series, scheduled to continue for 15 weeks, are: Dr. Lyman Bryson, CBS counselor on public affairs; Benjamin Cohen, assistant to secretary general in charge of public information; Robert Saudek, ABC vice president; Morris L. Ernst, member of the president's committee on Civil Rights; Comr. Clifford Durr, FCC; George Cornish, managing editor, New York Herald-Tribune; Roger Baldwin, American Civil Liberities Union and Llewellyn White, assistant director, Commission on Freedom of the Press. Arno Huth is chairman of the lecture series.

WMLO, Musicians' Local Sign Renewal Contract

MILWAUKEE Musicians Assn., AFM Local 8, and WMLO Milwaukee, Jan. 31 signed a contract renewing the relations between the station and the union and ending litigation between the two organizations, it has been announced by Jerome Sill, WMLO general manager. Relations had been severed Oct. 11, 1947.

Mr. Sill stated that the station had hired a musical group, the "Cream City Ramblers," to begin broadcasting Feb. 16, "because they do fill a current programming need." WMLO had no fight with trade-unionism, Mr. Sill said, and "no intention of employing non-union musicians. We discharged our previous house orchestra because we had no need for them. Throughout our litigation, we pointed out that if and when we found need for live music and, at the same time, a group that met our needs and our standards, we would employ them. We have and we did."

The case of AFM Local 8 vs. WMLO, in which the local seeks $6,000 representing salaries of four musicians dismissed by the station, was previously placed on the April calendar of the Wisconsin State Circuit Court [BROADCASTING, Feb. 2.].

ABC last week announced plans for production of five major documentary programs in the public interest during 1948. Two documentaries, "Communism in America" and "The Modern Pace" already are in preparation.

Turntable

DAVID R. WILLIAMS, for six years with radio division of Associated Press, most recently with AP bureau in Albany, joins New York office of Standard Radio today (Feb. 9), as a sales and service representative.

CHARLES MICHELSON Inc., New York transcription firm, has announced following new subscribers to its Gennett-Speedy-Q sound effects record library: WRNY Rochester; WTPS New Orleans; WPPA Pottsville, Pa.; WFLB Fayetteville, N. C.; KXXX Colby, Kan.; KINO Independence, Kan.; WVJP Caguas, P. R.; KOAT Albuquerque; WNCR Bloomsburg, Pa.; WXGI Richmond, Va.; WASL Annapolis; WLYN Lynn, Mass.; WDEV Waterbury, Vt.; WRGK Brookfield, Ill. **CHARLES MICHELSON**, president of Michelson Inc., has been elected a director of Garry J. Carter Inc., producer of "The Happy Gang" program.

PAT HAYWOOD has been named chief of transcription library at WBBM Chicago, replacing **MARION SHEPPARD**, who has returned to program department.

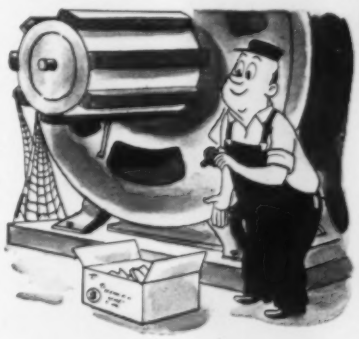
TIFFANY PRODUCTIONS Inc., New York, manufacturer of line of children's record album features, has announced change of name and addition of new personnel. Firm will drop corporate name Tiffany effective immediately and will be known as Showpiece Productions Inc. However, Tiffany label will be used until June 1948. **BRUCE POWELL**, formerly with Eilson, Powell and Hayward Talent Agency, has been elected to Tiffany board of directors. He will serve as special assistant to **JOHN BYRNE**, president of the firm.

KQV PITTSBURGH has purchased the No. 1 World Library transcription service.

Every business uses this speedy service

Hotel and restaurant people use Air Express regularly to get sea food, out-of-season produce—serve it at a profit. *Speed pays.*

Attorneys, bankers and such know the fastest way to ship important documents is by Air Express. They're big users and they've found *speed pays.*



Every kind of manufacturer finds profitable use for Air Express. *Speed pays.*

Speed pays in your business, too!

Air Express can help speed up your business—use it regularly. Shipments go on every flight of the Scheduled Airlines. It's the fastest possible way to ship or receive. Rates are low. For example: 25 lbs. goes 800 miles for $6.14—8 lbs. for $2.36. And these rates include door-to-door service.

- Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

For service or information call Air Express Division, Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

Rates nclude pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND

THE SCHEDULED AIRLINES OF THE UNITED STATES

Sponsors

AMERICAN TOBACCO Co., New York, has appointed M. H. Haskett Co., New York, to handle its advertising for Herbert Tareyton Cigarettes. Brand has not been advertised in some time. One of its last radio programs was "Treasury of Music" on WQXR New York. Advertising plans have not been announced.

CHRISTIAN REFORM CHURCH has expanded "Back to God Hour" on MBS from 71 stations to full network, Sun. 10-10:30 a.m. Agency: Evans Assoc., Chicago.

SERVICE OPTICAL Co., Des Moines, has started extensive campaign on KIOA and KWDM, both Des Moines, for its two local stores. Future plans call for extension of campaign to other stations in Iowa. Agency: Meneough, Martin & Seymour, Des Moines. **CY NEWMAN** is account executive.

LAWRENCE W. NOLTE, former account executive with Needham, Louis & Brorby, Chicago, has been appointed assistant advertising manager of Carnation Co., Los Angeles. He will specialize in national media, market research and analysis of advertising coverage.

NUGGETT PRODUCTS Ltd., Montreal (Polifior wax), Feb. 9 starts for nine weeks twice-weekly five-minute musical shows on large number of Canadian stations. Agency: McKim Adv., Montreal.

KELLOGG Co. of Canada Ltd., London, Ont. (Bran Flakes), has started thrice daily one-minute spot announcements, Mon.-Fri. on number of Canadian stations. Agency: J. Walter Thompson Co., Toronto.

HOLLYWOOD WESTERN SHIRT Co., Hollywood, has appointed Raymond Keane Adv., Los Angeles, to handle its advertising. Estimated budget is $150,000. Radio may be used.

QUAKER OATS Co., Chicago, has renewed for 52 weeks "Those Websters" on full MBS network, Sun. 5-5:30 p.m. (CST). Agency: Ruthrauff & Ryan, Chicago.

PHILCO CORP. of Canada, Toronto (radio-phonograph), is using flash announcements on 40 Canadian stations on short campaign. Agency: Hutchins Adv., Toronto.

Foresight

FIRST VIDEO sale has been contracted by KQV Pittsburgh before the station even has a television license. Foresighted owner of local wallpaper firm, M. A. Baskind, wrote Manager James Murray that he was interested in buying television time on KQV at such time as station was ready to operate video. "We have been studying the possibilities of using television to show our wallpapers in natural colors as they would look in room settings, brought to women right in their homes," Mr. Baskind wrote. "You may consider this an order for a three or five-time weekly television broadcast . . ." KQV is one of five applicants for the three available video channels in Pittsburgh.

MARTA CIGAR Co., New York and McSherrystown, Pa., has appointed Roy S. Durstine, New York to handle its advertising.

YAMI YOGURT PRODUCTS Inc., Los Angeles (milk culture), has started participation on following programs: Twice weekly for 26 weeks on "Norma Young" on KHJ Hollywood, as of Jan. 28; twice weekly for 13 weeks on "Cope's Alarm Clock Club" on KJBS, started Feb. 3. Agency: William Kester & Co., Hollywood.

HUDSON-ROSS, Chicago record and radio dealer, Feb. 2 began sponsorship of "Junior Jamboree," full-hour video show across the board on WBKB Chicago. Contract marks firm's first use of television. Hudson-Ross will continue present commercial policy of show established by RCA Victor which started series last October. RCA Victor products will continue to be featured on program.

MacDONALD TOBACCO Co., Montreal, March 1, 2, 3, and 4, is to broadcast MacDonald Brier Curling Bonspiel on 27 Trans-Canada stations, 6:30-6:45 p.m. Agency: H. F. Stanfield & Co., Montreal.

PEPSI-COLA Co., Montreal (soft drinks), March 1 starts flash announcement campaign for 16 weeks, several times daily, five days a week on number of Canadian stations. Agency: J. Walter Thompson Co., Montreal.

ARLENE'S MONOGRAM SERVICE, San Jose, Calif., has appointed Ad Fried Adv., Oakland, Calif., to handle advertising. Radio will be used.

GULF OIL Corp., Pittsburgh, has renewed "We the People" on CBS, Tuesday nights, Agency: Young & Rubicam, New York.

TUCKETT'S Ltd., Hamilton, Ont. (Buckingham cigarettes), in April starts flash announcement campaign on number of eastern Canadian stations. Agency: MacLaren Adv., Toronto.

PROCTER & GAMBLE of Canada, Toronto (Spic & Span), March 1 starts spot and flash announcement campaign on CHAB Moose Jaw, with possible expansion of campaign to eastern Canada this spring. Agency: Dancer-Fitzgerald-Sample of Canada, Toronto.

JESSE TUMLINSON, Harlingen, Tex., auto repair shop has signed with KGBS Harlingen, daytime outlet, to sponsor six hours off-the-air time to promote service that "can tune your motor to where it will run as silent as the next six hours."

BROMO - SELTZER Ltd., Toronto (Bromo-Seltzer), is using spot and flash announcements on 21 Canadian stations this year, and piping CBS show "Inner Sanctum," to CFRB Toronto, and CKAC Montreal. Agency: F. H. Hayhurst Co., Toronto.

ABBEY'S EFFERVESCENT Salt Co., Toronto (proprietary), in March starts 104 spot announcements on eastern Canadian stations, Agency: Erwin, Wasey & Co., Toronto.

G. KRUEGER BREWING Co., Newark, N. J. (beer and ale), has signed with full Yankee Network for series of one-minute participations in Mon., Wed., Fri., 6-6:10 p.m. editions of Yankee Network News Service broadcasts. Contract is for 52 weeks. Agency: Benton & Bowles, New York.

JOHN STUART SALES Co., Toronto (Edgeworth Tobacco), has started spot announcement campaign in Maritimes on number of stations. Agency: F. H. Hayhurst & Co., Toronto.

Sponsors Mobilize In Unity Campaign

Ad Council's 'United America' Project Pledged Support

ABOUT 180 network and national spot advertisers plus local sponsors will participate in "United America," The Advertising Council's campaign to combat racial and religious intolerance, it was announced at a news conference in New York last week.

The public service campaign, officially launched at the meeting, will have an unlimited duration. The Council, representatives said, considers "United America the biggest campaign in its history."

The estimated circulation gained for the campaign in 1947 in radio—the only media exploited prior to the official launching—totaled more than 800,000,000 listener-impressions. A listener-impression is one message heard once by one listener, with figures based on Hooperatings.

Radio will repeat its participation, through the Radio Allocation Plan, whereby the network and national advertisers carry messages during programs or as spot announcements. In addition "advertising kits," including spots and statistics for use on the air, will be mailed to service groups all over the country. Eventually, campaign leaders said, transcriptions and other spot material will be sent stations for use by the station or local advertisers as public service announcements.

The original kits will be followed every few months with additional material.

Lee Bristol, vice president of Bristol-Myers Co., New York, coordinator of the "United America" campaign, and Edward Royal of the Council, account executive on the campaign, explained the program at the news meeting.

FIVE WCBS New York personalities, including Arthur Hull Hayes, general manager, and Henry Untermeyer, public service director, have been cited for "efforts of the station and individual performers in promoting Navy Week and Navy recruiting." Special citations were given by Defense Secretary James Forrestal. Arthur Godfrey, Margaret Arlen and Bill Leonard were the other recipients.

Commercials Create Good Will, Says Karol of CBS

RADIO COMMERCIALS create good will in addition to direct sales for the advertiser, John J. Karol, CBS sales manager, told members of the Public Utilities Advertising Assn. last week.

Mr. Karol, speaking before the group's New England regional conference in Boston, attributed radio's ability to create good will to the fact that the advertiser himself supplies the editorial content. Good will, he said, comes from his hold on the listening audience, in addition to that of the medium's.

MESSAGES advising American public to conserve fuel oil will be aired by radio advertisers and the four national networks as part of the Advertising Council's nation-wide emergency information campaign, it was announced last week.

EYE APPEAL as well as LISTENER INTEREST

FOR YOUR STATION

Radio Albums individually planned for your station have tremendous listener appeal . . cement listener support.

No Cost to you . . . no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights — American albums are available to only one station in each city.

Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available — American albums are individually designed, and beautifully executed — the finest available.

Write, wire or phone — Full information gladly sent without cost or obligation to you.

Act today — write, wire or phone for complete details. No obligation.
Phone 4-9180

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

IS THERE ANOTHER STATION OPERATING WITH TWO-HUNDRED-FIFTY ONE WATTS

INTERESTED???
WANNA HEAR MORE???
CONTACT
JOHN E. PEARSON CO.
They'll Explain This And Give You Other Important Information About

KHAS
HASTINGS, NEBRASKA'S 25 1 WATTER

FM { TETRODES? TRIODES?

6L6 VS. 2A3 (REMEMBER THE 199?)

FM SAFETY FACTOR

BLOCK BUILDING

THE LONG STRETCH

Consider the facts!

All REL FM Broadcast Transmitters employ Tetrode Power Amplifiers exclusively through 10 kw. for a very simple reason of utmost concern to the broadcaster. The combination of highest power gain per stage, lowest first and operating costs, and stability is the best and cheapest *insurance against obsolescence*. Further, the basic internal anode design employed in these modern tetrodes is proved and seasoned over a period of more than ten years. Only such attributes have the proper staying power to accompany the Armstrong Phase Shift principle of Frequency Modulation. This choice is one important part of a plan for the *future* of FM Broadcasting.

The whole thing is a matter of arithmetic and common sense. Add up the costs yourself. FEWER DOLLARS—MORE WATTS—NOW AND NEXT YEAR.

RADIO ENGINEERING LABS • Inc

LONG ISLAND CITY 1, NEW YORK

Midwest TV Poll Proves Acceptance

WTMJ-TV Samples Its Audience After Six-Weeks Operation

MILWAUKEE has a warm spot in its heart for video which has, according to a recent survey, matched or exceeded expectations of an overwhelming majority of an estimated 950 home and public set owners.

Public acceptance of television was reflected in a poll sampling public reaction to the first six weeks of operation of the *Milwaukee Journal's* WTMJ-TV. The study, conducted by Cramer-Krasselt Co., Milwaukee, was based on a sampling of the estimated 300 public and 650 private set owners.

Program quality surpassed expectations of 33.4% of those owning home sets, while 54% said, in personal interviews, the programs were the same as they had expected. Only 12.4% opined they were receiving less than anticipated. Of public set owners queried 16% found programs superior to expectations, 56% felt they had received full anticipated value and 28% expressed some dissatisfaction.

The estimated audience and average number of persons listening to each set in the evenings, was found to be as follows:

Sets and Audience

Home sets: Wednesday, 6 viewers per set, estimated audience, 3,900; Thursday, 7.9 viewers, audience 5,135; Friday, 6.4, 4,160; Saturday, 7.3, 4,745; Sunday, 6.8, 4,420. Public sets: Wednesday, 31.1, 9,330; Thursday, 41.2, 12,360; Friday, 37.8, 11,340; Saturday, 54.2, 16,260; Sunday 38.4, 11,520. The average audience watching both home and public sets is considered, by the surveying company, substantially higher than national averages.

Other factors analyzed in the poll, the first complete audience reaction survey ever taken on television in Wisconsin, according to Cramer-Krasselt, were program preference and sponsor recognition. A wrestling program telecast, sponsored by Gettleman, held more appeal for the watching audiences, both public and private than did basketball telecasts, sponsored by two other merchants, Wadhams and Broadway House of Music. Merchant Gettleman was correctly identified as program sponsor by 100% of both home and public set owners interviewed. All owners interviewed recognized Shuster's as sponsor of the show *Open House*.

WLCR Torrington, Conn. has been commended by Connecticut State Grange for its effort in promoting first regularly scheduled Grange program in the state. County Grange programs are heard Sun. 3:15 p.m. under direction of Sherman K. Ives, state executive committee.

FARM SURVEY Shows Listeners Rely on Radio

FARMERS in the three-state listening area of WCAU Philadelphia lean heavily on farm broadcasts to keep them informed on farm matters, a two-year continuing survey made by Amos Kirby, WCAU farm director, reveals.

Results of the study, just announced, show that of the more than 2,000 selected farmers, farm owners and operators polled at various fairs and other rural events in the WCAU area (Pennsylvania, New Jersey, Delaware) 93% replied "yes" to the question, "Do you depend on farm broadcasts to keep you informed on farm information?"

Further proof of the farmers' dependence on radio as an information medium was seen in the fact that 81% of the group polled by WCAU said that farm broadcasts give them all the information they need.

WCAU also undertook to determine what farmers like best on farm programs, and in reply to the question, "What is most important on a farm radio program?," the following were ranked in the order named: (1) Weather; (2) price information; (3) general farm news; (4) crop information, and (5) livestock information.

Music, long a topic for debate among farm radio producers, also was brought into the picture. The farmers were asked, "Do you like music as part of a farm radio program?," and 95% of them answered "yes."

Tastes of the farmers as to type of music appeared to be as varied as those of city dwellers. Popular music ranked first (44%), and other types of music as follows:

AMOS KIRBY, WCAU farm director and conductor of station's "Rural Digest" program, who made the survey of farmers' listening.

* * *

Semi-classical, 25%; religious, 23%, and classical, 8%. None asked for hill-billy music, although a few of those requesting popular tunes disclosed that they enjoyed an occasional touch of mountain music, WCAU reported.

In making the survey Mr. Kirby, who has conducted WCAU's daily *Rural Digest* for two years, found that the opinions he had formed about farm programs through constant mixing with farm people tallied closely with the survey.

Mr. Kirby believes that the average successful farmer is successful because he knows his business and consequently doesn't need a farm editor to tell him how and what to plant. He places heavy stress on weather, and treats all agricultural events as big news. He is a strong booster of the county agents and preaches that farmers should consult them when seeking information on farm problems. He makes it a practice of answering all requests for information through the mail rather than on his program.

NEW YORKER ADDS TV

100 Room Sets Make Hostelry Best Video-Equipped

THE HOTEL New Yorker, New York, last week announced it will install—by May 1—100 complete television sets, including AM and FM reception, in single and double rooms and suites.

The New Yorker is the second hotel in the nation to make such an installation (the Roosevelt, also in New York, has 40 sets in operation).

The 100 sets, each with 10-inch screen, will be connected to a control board on the 41st floor.

The daily fee charged guests for use of the sets will be $3.00, Mr. Andrews said. Estimated to cost approximately $160,000, the installation is part of the hotel's current $2,000,000 rehabilitation program. Sets are manufactured by Hotelevision Inc., New York,

WABF, New York FM station, announced it will air a 60-minute musical program Friday nights for the hotel.

Akerberg for White

HERBERT V. AKERBERG, CBS vice president in charge of station relations, has replaced Frank K. White on the Broadcast Music Inc. board of directors, BMI disclosed last week. Mr. White's resignation was announced after the first joint meeting of the BMI board and the board of BMI Canada. He was forced to leave the BMI board because of the press of additional duties connected with his new post as president of the Columbia Record Corp., Mr. White said. The BMI board passed a resolution thanking him for his "concerted efforts on behalf of BMI and his many services to the radio industry."

Canadian Group Offers Improvements for Radio

A LONG LIST of good points and complaints against Canadian commercial broadcasting resulted from a Canada-wide survey made recently by the Imperial Daughters of the Empire. Leading suggestions for betterment of Canadian radio included:

Cut commercial announcement time in half; use good recorded music in preference to second-rate live talent; eliminate horror stories, mysteries and crime programs or reserve them for late evening broadcasting; use more good comedians (but good musicians should not try to be comedians); divorce news and news commentaries from sponsorship; discontinue serials; use more stories with Canadian background; develop programs to stimulate interest in hobbies; set aside one evening a week as family night.

They Say...

"JAMES C. PETRILLO, president of the American Federation of Musicians, has shown good judgment in withdrawing his arbitrary ban on duplication of standard musical broadcasts over FM . . . stations. It is hardly a coincidence that his decision to back down . . . came almost on the eve of the expiration . . . of his union's contracts with the radio networks. Representatives of the radio industry had testified at recent hearings at the Capitol that they were awaiting this deadline before undertaking a showdown with Mr. Petrillo over the FM ban . . . FM listeners will be enthusiastic over the agreement, for it means that the finest music may now be broadcast simultaneously over standard and FM channels. Television remains, for the time being, on Mr. Petrillo's blacklist, however, with the absurd result that music of ice shows or other television performances must be shut off from the television public . . ."

From editorial in The Evening Star, Washington, D. C.

* * *

"THE REMOVAL of the union's (AFM's) arbitrary ban on the development of the FM industry rights an economic wrong which never should have occurred in the first place. FM radio is well entitled to the prosperous future which lies ahead of it. . . . Although encouraging on its face, Mr. Petrillo's latest action must be accepted with some reserve. His ban on the employment of musicians in television still stands and a new contract with the networks is yet to be negotiated. The future will tell better whether Mr. Petrillo is beginning to understand that collective bargaining involves the art of giving as well as taking."

From editorial in the New York Times

THE GEORGIA MAJOR MARKET TRIO

OFFERS ADVERTISERS AT ONE LOW COST:

1 – Concentrated coverage in Georgia's 3 major markets

2 – Listener loyalties built by local programming in Georgia's 3 major markets

3 – Dealer loyalties in Georgia's 3 major markets

4 – Merchandising assistance in Georgia's 3 major markets

ALL CBS

AVAILABLE AT COMBINATION RATES

*1000W Night

Represented by THE KATZ AGENCY, INC.

Promotion

CHARLES OPPENHEIM, publicity director of WINS New York, has been appointed director of promotional activities in charge of publicity, sales promotion and audience promotion. **DICK SISSION,** WINS art director, has been named promotion manager, and **ARTHUR GNAEDINGER** and **MADELINE WHITE** have been appointed research-sale manager and publicity assistant, respectively. Miss White transferred from program department.

JOE COOK, formerly with KDAL Duluth, has been appoined sales promotion manager of KSTP Minneapolis-St. Paul. Mr. Cook has been in radio since he was eight years old when he joined WEBC Duluth-Superior, as talent on children's show. He later joined announcing staff of WWVA Wheeling, W. Va., going to KDAL in 1942, where he worked in special events and as record m.c.

Mr. Cook

ALFRED E. ANSCOMBE, former partner in Public Relations Assoc., Buffalo, has joined WKBW Buffalo, as head of newly-reorganized publicity and public relations department. During war Mr. Anscombe served as public relations officer for New York wing of Civil Air Patrol.

ROBERT M. CAMPBELL, former promotion director of WOC Davenport, has joined promotion department of WLS Chicago. Mr. Campbell also has been with CBS in Hollywood in art and production capacities.

LANCE C. BALLOU Jr., formerly in charge of sales promotion and advertising for US Television Mfg. Co., New York, has joined NBC as assistant to **WILLIAM E. WEBB,** sales promotion manager for NBC television.

JOYCE MOSS, formerly Hollywood fan magazine editor and previously CBS Hollywood publicist, has rejoined network in that capacity to replace **MARJORIE LARKIN,** during latter's two-month leave of absence.

MARCIA EVANSON, formerly with WDGY Minneapolis, has joined promotion staff of WCCO Minneapolis.

JUDY BELL, associated with Ledger-Enquirer newspapers, Columbus, Ga., has been transferred to newspapers' stations, WGBA and WGBA-FM Columbus, as assistant to promotion and talent director.

HERB LAFFERTY, former continuity director at WOC Davenport, Iowa, has been appointed promotion and public relations director of WTOL Toledo, Ohio.

DON KELLEY, public relations director of WBBM Chicago, has been named member of board of Chicago Headline Club, professional chapter of Sigma Delta Chi journalism fraternity.

Tea Announcements

BOXES of Tenderleaf Tea were distributed by WEEK Peoria, Ill., to announce to listeners addition of "Charlies McCarthy Show" and "One Man's Family" to station's Sunday schedule. (Both shows are sponsored on NBC by Standard Brands for Tenderleaf Tea.) Shipping tag attached to each tea box announced time of each show and urged listeners, "when you start talking to yourself—it's time to relax and have a spot of tea—Tenderleaf" and listen to Edgar Bergen "talking to himself . . . for a rollicking, relaxing half hour . . ."

Push Button Tabs

TO HELP overcome listener confusion, WBAP Fort Worth has distributed to radio set dealers gummed push button tabs with station's call letters and each of two frequencies on which it operates. Since KGKO on 570 kc was dissolved last year, WFAA Dallas and WBAP have shared alternating time on both 570 and 820 kc. Tabs are marked as WBAP-570 and WBAP-820. WBAP also is publishing new monthly newspaper-style program schedule in tabloid size. Schedule is distributed to 2500 area grocers and druggists and agencies throughout country.

Match Making

WHEN CBS star Gene Autry made personal appearance in Columbus, Ga. recently, WRBL, CBS outlet in Columbus, devised unusual promotion gimmick to welcome Mr. Autry and promote his appearance. WRBL announcers led an old mare up and down streets of Columbus, with large sign on horse blanket reading "Waiting for Champion" (Mr. Autry's horse). Climax of stunt was airing of the meeting of Champion and the mare.

Thrift Contest

AS PROMOTIONAL tie-in with program dramatizing thrift and American institutions in general, KSYC Yreka, Calif. is sponsoring contest on thrift. Contest is on subject "How I earned my first dollar" and is opened to school children only. Entries must be submitted in letters of 25 words or less.

KVOO Award

POLL to select the Oklahoma Athlete of the Year has been conducted by John Henry, sports director of KVOO Tulsa. Poll was taken among all radio and newspaper sports editors of the state and dated news release of results was sent to all stations and papers so that simultaneous report could be made. Bob Kurland, member of Phillip Sixty-Sixers basketball team, was selected to receive the award and presentation was made at special ceremony at Bartlesville College.

KCNA Coverage

FILE FOLDER containing coverage maps for KCNA Tucson, Ariz., has been distributed by station to agency timebuyers, along with letter explaining promotion activities of the station. Printed in green and brown, folder is of heavy stock paper convenient for filing, and contains coverage maps as computed from FCC engineering standards. Attached letter tells of extensive station and program promotion which "pays off for you."

Card Trick

CARD TRICK which plugs FM is being distributed to listeners and the trade by WBIB-FM New Haven, Conn. Trick consists of three playing cards and one card on which is pasted copy reading: "Don't Be Fooled—When you buy a radio be sure it has FM." Instruction sheet titled "You too can be a magician, here's how," accompanies each trick.

Queen Contest

CONTEST to pick Oklahoma's "Queen of Queens" has been conducted by KOMA Oklahoma City on its "Platter Party" program. Queen of any high school pep club in Oklahoma was eligible for contest, which was engineered by Eddie Coontz, m.c. of the program. Winner was decided by votes cast by high school students. Crowning of "Queen of Queens" was held during special broadcast of the "Platter Party" on KOMA.

Slogan Wanted

CONTEST seeking four-word slogan based on station's call letters is being conducted by WFMO Jersey City, N. J. Creator of best slogan will receive portable wire recorder. Station reports that contest has had such enthusiastic response that deadline for entries has been extended by request to March 17.

Ted Husing Brochure

THREE-FOLD brochure featuring sales effectiveness of "Ted Husing's Bandstand", heard daily on WHN New York, has been distributed to food advertisers by that station. Attached to each brochure is letter from WHN director of sales explaining that new feature of the show, "Grocery Store Hour," is designed as food merchandising service and that "this forceful selling plan is available to only eight food advertisers." Cover of brochure shows Mr. Husing delivering box of groceries and is headed "You deliver the groceries, Husing delivers the customers." Inside pages describe format of show and list merchandising services offered by American Institute of Food Products which handles promotion for the show.

'Saturday Date'

NBC PROMOTION Dept. has tied in its block programming plan with new song hit, "Saturday Date," which tells of a couple who spend their Saturday night date at home listening to the radio. NBC has sent all of its affiliates a copy of a record opening with Kay Kyser orchestra playing "Saturday Date" which fades after few bars into ha from seven NBC Saturday night shows.

'Doctor's Orders' Promotion

EXTENSIVE promotion campaign for "Doctor's Orders," co-op program airing on Yankee Network, is being conducted by Radio Providence Productions, firm which produces the show. Campaign includes mailing of program scripts in response to requests following broadcasts; distributing scripts to public school officials; ads in local newspapers and full page in Medical Society Journal every month; display cards in stores; booth displays at Medical Society conventions; distribution of statements from Medical Society endorsing the program. In addition to Yankee airing, Radio Providence is now offering "Doctor's Orders" as open-end transcription outside the Yankee territory.

Skywriting Ads

SKYWRITING advertising was used by CKVL Verdun, Que., for three days last month from 12 noon to 1:30 p.m. Plane flew at 10,000 feet writing station's call in mile-size letters. Group of Montreal war veterans did the skywriting job.

WRNY Birthday

LARGE promotion folder headed "An Important Birthday" with small candle inserted on front has been distributed by WRNY Rochester, celebrating its first anniversary and announcing its new FM station, WRNY-FM. Inside spread shows child blowing out candle with "One Year Old Today" spread across page, and lists various shows heard over WRNY and now over WRNY-FM.

Dealer Cards

PROMOTION CARDS are being distributed by WPDQ Jacksonville, Fla., to all food product distributors in the city for insertion in cartons of commodities advertised on that station. Cards are blue with white letters, and read "Advertised on WPDQ."

Radio Scholarship

RADIO scholarship will be awarded again this year by WTCN Minneapolis. Scholarship is given to the high school graduate who shows greatest promise in fields of speech and creative writing. Winning candidate is selected by Scholarship Committee of the Minnesota Radio Council.

Blind Date Contest

CONTEST to find most interesting letter on subject, "I married my blind date," is being conducted on "Listeners' Exchange" show heard over WOL Washington, Mon.-Fri. 9:30 a.m. Contest is in connection with showing of Warner Bros.' "The Voice of the Turtle" which is now playing in Washington theatres. Winner will receive all expense-paid weekend trip to New York.

RCA Campaign

CONCENTRATING its February home instruments advertising program on promotion of four Victrola radio-phonograph combinations, RCA Victor has announced schedule of nine and a half pages of insertions in wide-circulation consumer magazines and five commercials on its Sunday radio show, calculated to generate total of 60 million reader-listener impressions each week. RCA Victor "Music Amercia Loves Best," aired Sunday afternoon on NBC will be used as well as full pages in four colors in Collier's, Life, and Saturday Evening Post. Half-page insertion will also be used in Look Magazine. Color spreads also will be used in four trade publications.

RADIO WORKSHOP for teachers, and radio speaking course will be offered this spring by U. of California Extension, Los Angeles. Workshop course starts Feb. 19; radio speaking classes began Jan. 26.

RCA TUBES ...

RCA-8D21 water-cooled twin tetrode

the standard of comparison in TV

• The RCA-8D21 is a typical example of RCA pioneering in television power tube development. This twin tetrode combines advanced design principles of electron optics, internal pre-neutralization, screening, and water cooling to give you remarkable power gain and linear response in vhf wide-band power amplifiers. A single tube delivers 5 kw up to 300 Mc.

RCA has a complete line of power tubes for television and other services. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor. For information on any RCA type, write: RCA, Commercial Engineering, Section BP36, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

January 30 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

License Renewal

Announced proposed decision looking toward grant of petition of Port Huron Bcstg. Co. for reconsideration of Commission action designating for hearing its application for renewal of license of WHLS Port Huron, Mich. and to issue regular renewal of license. (Comrs. Hyde and Jones concurring separately; Comr. Webster not participating).

BY COMMISSION EN BANC

License Renewal

Following stations were granted renewal of licenses for period ending Feb. 1, 1951: KOAT Albuquerque; KORE Eugene, Ore.; WLEU Erie, Pa.; KVAK (*) Atchison, Kan.; KMYC Marysville, Calif.; KAWT (*) Douglas, Ariz.; WDIG Dothan, Ala.; KRIC Beaumont, Tex.; KBPS Portland, Ore.; KDNT Denton, Tex.; KDSJ Deadwood, S. D.; KGRH Fayetteville, Ark.; KMHT Marshall, Tex.; KRBC Abilene, Tex.; KSGM Ste. Genevieve, Mo.; KWPM West Plains, Mo.; KTRI Sioux City, Ia.; WAGC (and aux.) Chattanooga, Tenn.; WFPG (and aux.) Atlantic City, N. J.; WLEE Richmond, Va.; WMOH Hamilton, Ohio; WNAB Bridgeport; WPAM Pottsville, Pa.; WPOR Portland, Me.; WRIA Hato Rey, P. R.; WRLC Toccoa, Ga.; WWSC Glens Falls, N. Y.

KAMD Camden, Ark.; KEIO Pocatello, Idaho; WDSG Dyersburg, Tenn.; WFNC Fayetteville, N. C.; WJXN Jackson, Miss.; WKIP Poughkeepsie, N. Y.; WMFJ Daytona Beach; WNBZ Saranac Lake, N. Y.; WTOK Meridian, Miss.; WRHP (*) Tallahassee, Fla.; WPAD Paducah, Ky.; WMBH Joplin, Mo.; WMHA Anniston, Ala.; KATE Albert Lea, Minn.; KBUN Bemidji, Minn.; KFIZ Fond du Lac, Wis.; KFMB San Diego; KONP Port Angeles, Wash.; KOSA Odessa, Tex.; KWCJ Natchitoches, La.; KWHW Altus, Okla.; WBBL Richmond, Va.; WCRS Greenwood, S. C.; WCVS (and aux.) Springfield, Ill.; WDLB Marshfield, Wis.; WILM Wilmington, Del.; WKXL Concord, N. H.; WLPM Suffolk, Va.; WPAR Parkersburg, W. Va.; WPLH (and aux.) Huntington, W. Va.; WRNO Orangeburg, S. C.; WMAS Springfield, Mass.

WWDC Washington, D. C.—Granted renewal of license for regular period, and adopted opinion and order dismissing petition for declaratory ruling.

WFLA Tampa, Fla.—Granted renewal of license for period ending May 1, 1950.

KLIZ Brainerd, Minn.—Granted renewal of license for period ending Aug. 1, 1950 (*).

KGER Long Beach, Calif.—Granted renewal of license for period ending Nov. 1, 1950.

License Extension

WHLS Port Huron, Mich.—Present license further extended on temp. basis to June 1.

WKEU Griffin, Ga.—Same.

Licenses for following stations were extended on temp. basis for period ending June 1, pending receipt of information regarding stock discrepancies: KNET Palestine, Tex.; WHSC Hartsville, S. C.; WJMS Ironwood, Mich.; WNVA Norton, Va.

Licenses for following stations were extended on temp. basis for period ending June 1, pending receipt of renewal applications: KOBE Las Cruces, N. M.; WTIP Poterville, Calif.; WGNS Murfreesboro, Tenn.

License Renewal

Following stations were granted renewal of licenses for regular period: KIRX Kirksville, Mo.; KSIW Woodward, Okla.; KSVP Artesia, N. M.; WCCP Savannah, Ga.; WCJU Columbia, Miss.; WFUN Huntsville, Ala.; WGUY Bangor, Me.

KBNE Boulder City, Nev.—Granted request for dismissal of application for renewal of license, and station deleted as of Jan. 31 (1450 kc 250 w unl.)

February 2 Decisions . . .

BY THE COMMISSION

Issued notice that hearing will be held March 15 before Commission en banc in matter of promulgation of rules and transmission standards concerning facsimile broadcasting. Appearance notices and briefs due March 1.

(*) Comr. Durr for hearing.

ACTIONS OF THE FCC

JANUARY 30 to FEBRUARY 5

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

BY COMMISSION EN BANC

FM Authorizations

Authorized cond. grants for four Class A and five Class B FM stations; issued CPs for three Class B stations and mod. CPs in lieu previous cond. to six Class B outlets (see story this issue).

Proposed Changes

Announced proposal to change tentative allocation plan for Class B FM stations by transferring Channel 273 from Washington, Pa., to Pittsburgh, effective March 2, unless prior to that date protest is received showing grounds why this action should not be taken.

Modification of CP

Warner Bros., Oakland, Calif.—Granted mod. Class B FM CP to specify San Francisco as location of main studios.

Application Dismissed

Beverly Hills Bcstg. Co., Beverly Hills, Calif.—Dismissed application for mod. CP to extend completion date for new Class A FM station CP has been automatically forfeited.

CP Dismissed

Lancaster, Bcstg. Co., Lancaster, S. C.—Granted request to dismiss outstanding FM CP for Class B station.

Tar Heel Bcstg. System Inc., Washington, N. C.—Same.

CP Cancelled

Clark Assoc., Buffalo, N. Y.—Granted request to cancel cond. grant for new Class B station.

West Central Bcstg. Co., Tulsa, Okla.—Granted request for cancellation of CP for Class B FM station.

TV—66-72 mc

Birmingham Bcstg. Co. Inc., Birmingham, Ala.—Granted CP new TV station, 66-72 mc (Channel 4); vis. 14.5 kw aur. 7.7 kw, ant. 500 ft.

TV—210-216 mc

Miami Valley Bcstg. Corp., Dayton, Ohio—Granted CP new TV station, 210-216 mc (Channel 13), vis. 24 kw aur. 25.2 kw, ant. 570 ft.

TV—82-88 mc

WFBM Inc., Indianapolis—Granted CP new TV station, 82-88 mc (Channel 6), vis. 28.2 kw aur. 18.1 kw, ant. 400 ft.

TV—60-66 mc

Jefferson Standard Bcstg. Co., Charlotte, N. C.—Granted CP for new TV station, 60-66 mc (Channel 3), vis. 15.2 kw aur. 8 kw, ant. 1160 ft.

TV—66-72 mc

Kansas City Star Co., Kansas City—Granted CP new TV station, 66-72 mc (Channel 4), vis. 17 kw aur. 14 kw, ant. 745 ft.

TV—82-88 mc

Radio Station WOW Inc., Omaha, Neb.—Granted CP new TV station, 82-88 mc (Channel 6), vis. 16.2 kw aur. 8.5 kw, ant. 590 ft.

TV—54-60 mc

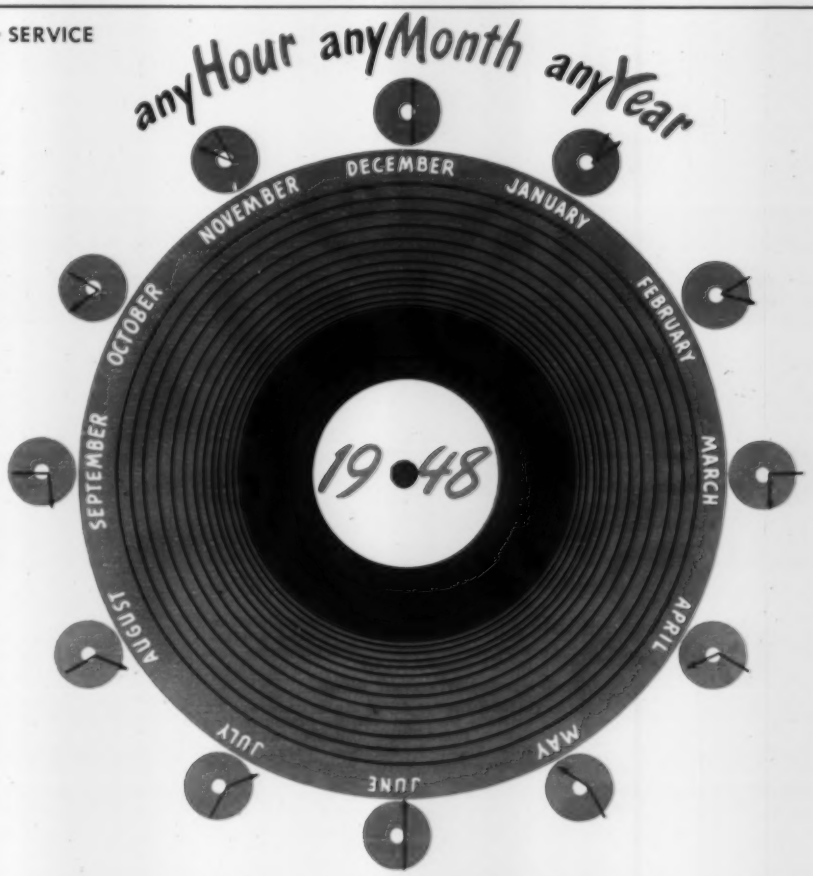
W. Albert Lee, Houston, Tex.—Granted CP new TV station, 54-60 mc (Channel 2), vis. 16 kw aur. 8.5 kw, ant. 500 ft.

TV—174-180 mc

Times-Picayune Pub. Co., New Orleans—Granted CP new TV station, 174-180 mc (Channel 7), vis. 21.5 kw aur. 18 kw, ant. 575 ft.

(*Continued on page 66*)

at your SERVICE



ALLIED RECORD MANUFACTURING CO., INC.

Largest custom processing and pressing plant in the country . . .

silver nitrate processing — genuine Vinylite brand plastic pressings.

Program managers and producers can rely on us for exceptionally

fast service. THIS YEAR send your master acetates to ALLIED

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107

New Pep for Your Platter Shows from RCA Victor's latest releases

TEX BENEKE

Dream Girl
and
Moonlight Whispers
RCA Victor 20-2667

SAMMY KAYE

Hand In Hand
and
We Just Couldn't Say Goodbye
RCA Victor 20-2679

FREDDY MARTIN

You're Too Dangerous, Cherie
and
No Longer
RCA Victor 20-2666

CHARLIE SPIVAK

Springtime In Charleston
and
One Raindrop Doesn't Make a Shower
RCA Victor 20-2678

THE THREE SUNS

I'm Looking Over A Four Leaf Clover
and
Eccentric
RCA Victor 20-2688

EDDIE HEYWOOD TRIO

The Continental
and
Heywood's Boogie
RCA Victor 20-2664

RCA VICTOR

RCA RECORDS

FCC Actions

(Continued from page 65)

Decisions Cont.:

Hearing Designated

A. Frank Katzentine, Miami Beach; Isle of Dreams Bcstg. Corp.; The Fort Industry Co. and Miami Bcstg. Co., Miami, Fla.—Reinstated Katzentine application for CP for new commercial television station and designated it along with applications by Isle of Dreams Bcstg. Corp., The Fort Industry Co. and Miami Bcstg. Co. for consolidated hearing because number of applications exceed available frequencies at Miami.

Vindicator Printing Co. and WKBN Bcstg. Corp., Youngstown, Ohio—Adopted order designating mutually exclusive applications of Vindicator and WKBN Bcstg. Corp. for new commercial television stations for consolidated hearing.

Hartford Times Inc., Hartford, Conn.—Adopted order designating application of Hartford Times for new commercial television station for hearing in consolidated proceeding with all other pending applications for channels allocated to Hartford-New Britain metropolitan district: hearing to begin Feb. 16, at Hartford.

Columbia Bcstg. System Inc., Matheson Radio Inc., E. Anthony & Sons Inc. and Yankee Network Inc., Boston, and Cherry & Webb Bcstg. Co., Providence, R. I.—Adopted order consolidating applications for new commercial television stations in Boston area in hearing proceedings involving New England Theatres Inc., Empire Coil Co. Inc., Boston Metropolitan Television Co., New England Television Co. Inc. and Massachusetts Bcstg. Corp.; and further consolidated with the Washington March 1 hearing re Allen B. DuMont Labs. Inc., New England Theatres Inc., United Detroit Theatres Corp. and Interstate Circuit Inc.

WJW Inc. and Cleveland Bcstg. Inc., Cleveland, Ohio—Adopted order designating for hearing applications of WJW Inc. and Cleveland Bcstg. Inc. in consolidated hearing affecting television applicants in Cleveland area and in further consolidated proceeding with March 1 Washington hearing.

Interstate Circuit Inc., Texas Television, A. H. Belo Corp. and Variety Bcstg. Co. Inc., Dallas, Tex.—Adopted order designating television applications for Dallas in consolidated proceeding and further consolidated this proceeding with March 1 Washington hearing

Television Productions Inc., Don Lee Bcstg. System and S. H. Patterson, San Francisco, and KROW Inc., Oakland, Calif.—Adopted order granting petition of Television Productions Inc. to reinstate its application for new television station and designated it with other applicants in San Francisco area for consolidated hearing; and further with March 1 Washington proceeding.

Raytheon Mfg. Co., Waltham, Mass.—Designated for hearing application for extension of completion date for TV station WRTB.

King-Trendle Bcstg. Corp., Detroit, Mich.—Designated for hearing application for extension of completion date for TV station WDLT.

License Renewal

Licenses for following commercial TV stations were renewed for period ending Feb. 1, 1949: WBKB Chicago; WCBS-TV New York; WABD New York; WRGB Schenectady; WNBT New York; WNBW Washington, D. C.; and WPTZ Philadelphia.

Experimental TV Renewals

Licenses following exp. television stations were renewed for period ending Feb. 1, 1949: W3XMD W3XMR Baltimore; W9XBB W9XPR W9XBT W9XBK Balaban & Katz Corp., Chicago; W2XCS W2XLU W2XNU W2XSA CBS New York; W8XST W8XCT, Crosley Bcstg. Corp.; W2XEM W2XNG W2XWV W10XKT, Allen B. DuMont Labs. Inc., New York. W2XVT Passaic, N. J., W2XQW W2XQX W3XHC W3XHD W3XWT DuMont, Washington, D. C.; W3XJB The Evening Star Bcstg. Co., Washington; W9XFT Farnsworth, Ft. Wayne; W2XUQ General Electric, Beacon, N. Y.; W2XUS GE, Cairo, N. Y.; W2XUP, GE, New Scotland, N. Y.; W2XGE, GE, Schenectady, and W2XUR, GE, New York; W3XJC W3XJD, Hearst Radio Inc., Baltimore; W2XMT Metro. Bcstg. and Television Inc., New York; National Bcstg. Co. Inc.

W2XBT W2XSE W2XWJ, New York; W3XJA Washington, D. C.; Philco Corp., W10XAD, W10XAF, area Washington, Philadelphia and New York; W3XE Philco Television Bcstg. Corp., Springfield Twp., Pa.; W3XPD W3XPE W3XPG W3XPH W3XPI W3XPK W10XQB W10XQC, area Cent. and NE Md., SE Penna. and Wash., D. C.; W10XAV W10XP W10XPA W10XPB W10XPC W10XPR, area Philadelphia, Washington and New York; The Pulitzer Pub. Co. WXDW St. Louis, Mo.; Radio Corp. of America, W3XAD W3XEP, area Camden, N. J.; Scripps-Howard Radio Inc., Cleveland; W8XNY W8XNZ; Sherron Metallic Corp., Brooklyn W2XDK; Jamaica Radio Television Co.; W2XJT, Jamaica, L. I.; Zenith Radio Corp., W9XZC W9XZV Chicago; The Journal Co. W9XMK Milwaukee, Wis.; W6XIS Salt Lake City.

W8XGZ Gus Zaharis, area So. Charleston, W. Va.—Present license extended on temp. basis to June 1, pending receipt of completed application.

W1XDY Continental Tele. Corp., area Boston, Mass.—Present license extended on temp. basis to June 1, pending receipt of Form 323.

License Extension

Licenses for following stations were extended on temp. basis for period ending June 1, for reasons shown: WSPB Sarasota, Fla. (pending explanation by licensee of stock ownership discrepancies and disposition of application by WDUK Inc. for consent to transfer control of WDUK); WROB West Point, Miss. (pending receipt of program and operating logs); KWBW Hutchinson, Kan. and WBSR Pensacola, Fla. (pending effectuation of assignments of licenses already approved by Commission; KLXR North Little Rock, Ark. (pending receipt of further information and study of application); WCTC New Brunswick, N. J., WKHP Hendersonville, N. C., WMIQ Iron Mountain, Mich., and WROX Clarksdale, Miss (pending receipt of annual ownership reports); KGIW Alamosa, Col. (pending receipt of information); WGOV Valdosta, Ga. (Comr. Jones voting for regular renewal) (pending receipt of further information); KVMV Twin Falls, Idaho (pending receipt of further information).

License Renewal

Following stations were granted renewal of licenses for regular period: WMVG Milledgeville, Ga. (Comr. Durr for hearing); WKAL Rome, N. Y.; WHDL (and aux.) Olean, N. Y. (Comr. Durr for hearing); KXLQ Bozeman, Mont. (Comr. Durr for hearing); WAGM Presque Isle, Me.; KOPO Tucson, Ariz.

Assignment of CP

WEMB San Juan, P. R.—Granted voluntary assignment of CP from Angel Ramos and Jose Coll Vidal, d/b as El Mundo Bcstg. Co. to El Mundo Bcstg. Corp., a newly formed corporation in which one of assignor partners (Ramos) owns 99.8% of issued stock.

Assignment of License

WFEA and WVMA Manchester, N. H.—Granted consent to voluntary assignment from WFEA Inc. to N. H. Bcstg. Inc. and consent to assign CP for FM station WVMA from H. M. Bitner to N. H. Bcstg. Inc., consideration $170,000.

Transfer of Control

WOR WOR-TV and WBAM New York and WOIC Washington, D. C.—Granted consent to transfer of control of Bamberger Bcstg. Service Inc. from L. Bamberger & Co. to R. H. Macy & Co. Inc. (WOR WOR-TV WBAM WOIC and 10 associated pick-up stations).

Hearing Designated

The Farmington Bcstg. Co., Farmington, N. M.—Designated for hearing application for new station 1240 kc 250 w unl.

AM—1240 kc

WFLW Klamath Falls, Ore.—Granted CP change frequency from 1450 kc to 1240 kc contingent upon KFJI being assigned new facilities and to mount FM ant. on existing AM tower; engineering cond.

Hearing Designated

The Middlesex Bcstg. Co., Middletown, Conn.—Designated for hearing application for new station 1150 kc 500 w D.

AM—1590 kc

El Reno Bcstg. Co., El Reno, Okla.—Granted CP new station 1590 kc 500 w D. (Comrs. Walker and Durr for hearing).

Hearing Designated

KXL Oakland, Calif.—Designated for hearing application to increase power from 1 kw to 5 kw, install new trans. and DA-DN and change trans. N.

AM—710 kc

WKJB Mayaguez, P. R.—Granted CP change frequency from 1340 kc to 710 kc, increase power from 250 w to 10 kw, make changes in trans. and install DA-DN; engineering cond.

SSA—540 kc

WSVA Harrisonburg, Va.—Denied request for SSA to operate unl. on 540 kc 1 kw.

SSA—1310 kc

WKMH Dearborn, Mich.—Denied request for SSA to operate D on 1310 kc 1 kw.

Application Dismissed

WERC Erie, Pa.—Dismissed without prejudice application to change operating assignment from 1230 kc 250 w unl. to 1260 kc 5 kw unl. DA-N.

Petition Denied

Seaboard Bcstg. Corp., Norfolk, Va.—Denied petition requesting removal of application for CP (for new station 940 kc 1 kw D) from pending file.

Modification of CP

WVOM Brookline, Mass.—Granted mod. CP to change trans. location.

Program Permit

Evangelistic Mission, Pontiac, Mich.—Granted permit to transmit programs to foreign station for broadcast purposes.

Transfer Control

KUSN KSDO (FM) San Diego, Calif.—Granted consent to transfer control over San Diego Bcstg. Co., licensee of AM station KUSN, from J. Frank Burke, transferor, to Copley Press Inc., and assignment of CP for KSDO (FM) from Union Tribune Pub. Co. (subsidiary of Copley Press) to San Diego Bcstg. Co., for $68,174.

WASK and WFAM Inc., WFAM Lafayette, and WJOB and WJOB-FM Hammond, Ind.—Granted consent to transfer of control over WFAM Inc. from Robert C. Adair to O. E. Richardson, and transfer of control over South Shore Bcstg. Corp. from Richardson to Adair. Total consideration for transfer of WJOB stock is $52,500.

AM—1430 kc

Gifford Phillips, Denver, Col.—Granted CP new station 1430 kc 1 kw D; engineering cond.

(Continued on page 70)

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Technical

F. A. WANKEL, former NBC Eastern Div. engineer has been named assistant director of television engineering operations for the network. T. H. PHELAN, assistant manager of NBC's audio-video engineering group, succeeds Mr. Wankel as eastern division engineer. Both men joined NBC as student engineers, Mr. Wankel in 1928, Mr. Phelan in 1929.

PHILIP J. KONKLE, former manager of engineering laboratory of Crosley Broadcasting Corp., has been appointed facilities engineer for ABC in New York. Mr. Konkle, who also has been with RCA Victor Co. and Philco Corp., replaces RODNEY D. CHIPP, who recently resigned from ABC to join DuMont Laboratories Inc.

KERMITT TAAEN, staff engineer at WGIL Galesburg, Ill., has been appointed chief engineer, succeeding LEE RECTOR, resigned.

FRANCIS KASPER has joined technical staff of WLAD Danbury, Conn.

ARTHUR F. REKART, chief engineer of KXOK St. Louis, has announced installation of new, improved limiting amplifier, General Electric Type BA-5-A, which has increased station's program signal level approximately four times. Special circuit or amplifier minimizes objectionable "bumping" of program level, according to Mr. Rekart.

SHURE BROS. Inc., Chicago, has announced new line of wire-recording heads, which combine recording, playback and erasing features into one small compact unit. Mechanical construction permits variety of shielding and mounting arrangements, according to manufacturer.

MELVIN W. CODY, KMPC Hollywood studio engineering supervisor, and BETTY ANN HOPKINS, on station's clerical staff, were married Jan. 31.

ERNEST GIBBONS, technician at WCSI (FM) Columbus, Ind., is the father of a boy.

RECEIVING TUBE SALES 199,533,827 LAST YEAR

SALE of radio receiving tubes by member companies in 1947 totaled 199,533,827, Radio Manufacturers Assn. announced last week, slightly below the 205,217,174 tubes sold in 1946. December output totaled 16,511,408 tubes.

Breaking down the 1947 total, RMA found that 131,986,468 tubes were sold for new sets, 43,530,058 for replacements, 23,184,172 for export and 833,129 to government agencies. Of December's total, 11,693,163 were sold for new sets, 3,083,947 for replacements, 1,671,220 for export and 63,078 for government agencies.

Special Events Listed

COMPILATION of special days, weeks and other events in 1948 was issued last week by the Dept. of Commerce as a guide to businessmen in coordinating advertising and other promotional plans. Information was compiled from data furnished by trade associations and civic groups. The compilations had been suspended during the war. No mention is made of National Radio Week, since date has not yet been set. The publication is titled "Special Days, Weeks and Months in 1948." It may be obtained from Dept. of Commerce, Washington 25, D. C., or field offices, for 10 cents a copy.

Maximum FM Operation Suggested by Godofsky

A PROPOSAL that FM stations be required to operate the daily minimum hours that AM stations must operate has been offered to FCC by Elias I. Godofsky, owner of WHLI and WHNY (FM) Hempstead, L. I.

Mr. Godofsky sent the suggestion to FCC Chairman Wayne Coy, saying he felt the change would encourage FM development. FM stations now must operate at least six hours daily (at least three between 6 a. m. and 6 p. m., and at least three between 6 p. m. and midnight). AM stations must operate at least two-thirds of the hours they are authorized to operate between 6 a. m. and 6 p. m., and at least two-thirds of the time they are authorized to operate between 6 p. m. and midnight (except Sundays).

Permission for Freedom Train Recordings Given

SPECIAL PERMISSION has been granted by James C. Petrillo to Martha Tilton and Dick Haymes, singers, to record four original operettas based on an historical document on The Freedom Train for use on the train. This is the first relaxation of Petrillo's airtight recording ban.

Operatic recordings will be played over public address systems at the train's exhibitions.

OLYMPIC COVERAGE
Swiss Facilities Readied For Use

WHEN the trumpets announced the grand opening of the Winter Olympic Games Jan. 30 at St. Moritz, listeners all over the world were able to hear them, as well as the full coverage of sporting events to follow, through Feb. 8. Over 30 broadcasts were heard from the Olympics. Broadcasters from 16 countries were on hand with over 60 reporters and a dozen technicians. In addition, there were 14 reporters and 47 engineers and technicians representing Swiss radio.

The Swiss Broadcasting Corp. made its facilities available to the radiomen covering the games. There were 208 short and medium-wave transmitters in use for European coverage, while the U. S. and Canada used 610 transmitters.

Lines for remotes from the scenes of the different competitions were installed, along with special telephone lines, plus additional communication facilities between Zurich and Coire allowing 390 lines for press and radio reporters.

One of the large St. Moritz hotels was transformed into "Radio Hotel," as headquarters for the broadcasters and athletic teams. Studios, technical and recording facilities were located in "Radio Hotel."

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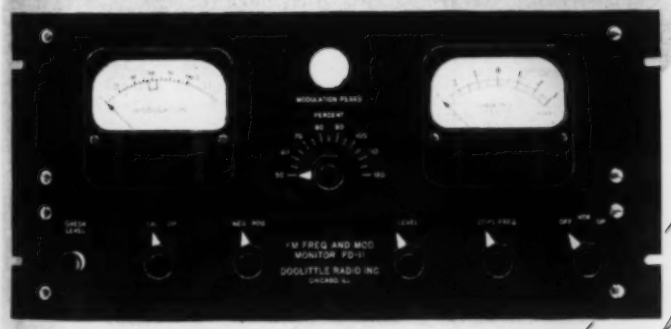

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Programs

SOMETHING NEW in sponsor-network cooperation has developed in airing of daily five-minute summary of highway conditions and weather information on Intermountain Network in Utah, Wyoming and Montana. Feature is sponsored by American-Burlington Buslines, which operates throughout the tri-state area. Weather information is obtained from U. S. Weather Bureau, but highway reports covering thousands of miles in mountain region have been difficult to obtain. Staff members at KALL Salt Lake City, where broadcasts originate, now contact the sponsor's bus dispatchers at Salt Lake City terminal each morning, where drivers coming in from runs turn in last minute reports of actual road conditions. In addition, bus company's dispatchers at distant points forward information to the station.

Educators' Party

PANEL of leaders in education field, presidents of universities in Boston area, met in studios of WHDH Boston, Feb. 1 to participate in special broadcast in honor of first anniversary of Lowell Institute Cooperative Broadcasting Council. Presidents of the six institutions which make up the Lowell Institute discussed progress made by the group, and radio as a medium of adult education. Panel examined, reviewed and commented on results of 412 broadcasts produced during past year by the Council over six Boston stations (WHDH WBZ WEEI WNAC WCOP WMEX).

'Inside Out'

RADIO MAGAZINE of the air is general format style of new quarter-hour program, "Inside Out" over WTAG Worcester, planned, written, dramatized and produced by teen-age members of WTAG Radio Club. Program presents news and features of interest to teenagers, musical numbers by talented club members and interviews with prominent people. In addition to "Inside Out," WTAG Radio Club also airs weekly discussion series on WTAG, titled "Youth Has Its Say."

Airs Phone Call

SIMULTANEOUS broadcast of phone call was special feature last month over WKNX Saginaw, Mich. Program Manager Howard H. Wolfe made call from a Michigan Bell Telephone Co. car in Bay City, Mich. After operator rang WKNX number, Chief Engineer Max Thomas patched call through control board and placed the one-way conversation on the air. Mr. Wolfe described the new mobile highway service, its workings and possibilities. Civic officials gathered in local hotel listened to discussion over wire, while radio audience heard same broadcast on home receivers. Using ordinary telephone as microphone, technical quality of broadcast was very good, WKNX reports.

'Feminine Fancies'

DESIGNED for feminine audience, two new programs on fashion have been started on KXXL Reno, Nev. Each show has different format but both approach fashion angle by actual modeling and description of latest designs from style centers. "Feminine Fancies," audience-participation program which originates in local hotel, uses several features to award prizes to best dressed lady, etc. "Joseph Magnin Fashion Show of the Air," which originates from another local hotel, features Ruby Hunter, fashion expert, and models flown in from San Francisco each week for the show. Soft musical background is used for fashion commentary.

Food Report

REPORT on distribution of 1200 cases of canned milk which were contributed to the Friendship Train last November by citizens of Beckley, W. Va. area, was aired recently on WJLS Beckley, in special broadcast arranged with CBS. William R. Barrett, WJLS special events director, made arrangements with Lee Bland, CBS special events director, for overseas report from John Secondari, CBS correspondent in Italy. Recorded report by Mr. Secondari was supplied by CBS and aired by WJLS to explain to listeners how their contributions had reached Italian orphanages. Station reports favorable response to broadcast. Similar report on food distribution in France is being planned.

Scouts' Anniversary

LOCAL SCOUTS will be guests of WWL New Orleans, Feb. 14 in commemoration of 38th anniversary of Boy Scouts of America. Special half-hour show originating from Grand Ballroom of Roosevelt Hotel in New Orleans will feature entire "Dawnbusters" cast of WWL.

Luncheon Interviews

INTERVIEW program titled "Luncheon Prevue," is heard daily over WPGH Pittsburgh. Each noon WPGH tape recorder is taken to different restaurant where interviews are recorded with half-dozen diners. Each interviewee is presented with corsage and asked his or her favorite musical selection. Following morning from 9:30-10, interviews are played back on the air with musical selections that are requested.

'Mike Flight'

IN CONJUNCTION with country's airlines, WSM Nashville, is featuring series of quarter-hour shows titled "Mike Flight." Basic theme of show is presentation of aviation celebrities who are flown to Nashville for airport interviews on role they are playing in the air age. Show, heard Sun., 12:30 p.m., includes visits from Hollywood air enthusiasts as well as many other 'flying' guests.

University Feature

HISTORY, development, personalities and problems of Canadian universities are featured on new weekly CBS Trans-Canada network show, "Varsity Show." Students and faculty take part in the programs, each week from a different university across Canada, starting with the West Coast. Quizzes also are part of the half hour show.

KXEL Farm Forum

FIFTH ANNUAL KXEL Waterloo Farm Forum will be held March 23 with Sen. Bourke B. Hickenlooper (R-Iowa), chairman of Atomic Energy Commission, as principle speaker. Sen. Hickenlooper is to discuss "Atomic Energy and Agriculture." Arrangements are being made to broadcast the Forum over special Iowa network from 7:30 to 8:30 p.m. Invitations to the broadcast have been sent by KXEL to 500 representative Iowa agriculture officials, some of whom will participate in round table with Sen. Hickenlooper following the broadcast.

WCSI Feud

ON THE AIR feud is in progress over WCSI (FM) Columbus, Ind. between General Manager Paul Wagner and Graeme Zimmer, promotion director. Mr. Wagner, who conducts "Man on the Street" program, has started contest among his listeners for best letter of 25 words or more on subject: "Why I don't like Graeme Zimmer." To winner Mr. Wagner is offering $1.00. Mr. Zimmer, who follows Mr. Wagner on the air with his "Housewives Prom" program, has switched statement to read, in 25 words or more, "Why Graeme Zimmer is the greatest personality in radio."

'Best Teacher Contest'

THIRD annual "Best Teacher Contest" conducted by NBC's "Quiz Kids" opened officially Jan. 25 during broadcast from Louisville. Praised widely for awakening national interest in teaching profession, contest offers $1,500 in cash prizes to elementary and high school students writing best letters on subject, "The Teacher Who Has Helped Me Most." From students' recommendations, judges will select the nation's best high school, intermediate grades and elementary teachers (one in each group). From these three, the final winner—"Best Teacher of 1948"—will be chosen to receive a $2,500 cash prize to be used for full year study at any university or college. Runners-up each will receive a $1,000 cash prize. Students writing ten best letters each will receive $50, with $10 awards also given for 50 next best letters.

College Roundup

COLLEGE roundup program, with representatives of collegiate life phases from six Northern Ohio colleges is heard Sat. 11:15-1.00 a.m., over WTAM Cleveland. Program is under sponsorship of Fenn College Cauldron, the school paper, and is part of Fenn College Radio Actors and Script Writers Society's applied field activity. Content of show includes discussion on major topics of special interest to collegiate groups, with music, sports news and guest stars from other colleges.

Amateur Dramas

CONTEST among 23 Philadelphia dramatic groups, which belong to Philadelphia Experimental Theatre, is being aired on WIP Philadelphia in series of 14 Saturday evening dramatic broadcasts. Series is sponsored by Philadelphia Art Alliance and American National Theatre and Academy. WIP is contributing time for the shows in recognition of need for outlets in promotion of amateur dramatic and writing work. In addition, station will donate cups for three best performances. Prizes also will be awarded to best male and female performers. Group adjudged best during first 13 broadcasts will repeat winning play on final show.

'Courtesy Car'

CAR EQUIPPED with mobile telephone is main feature of new program, "Stop the Courtesy Car," heard over WJW Cleveland under sponsorship of Rudy Fick Inc., Cleveland Ford agency. Mobile telephone car, displaying signs advertising the Fick services, tours designated area for 45 minutes before show begins. At air time, signs are removed from car and program, consisting of music and contest, begins. Winners of contest are first two contestants who flag the courtesy car and repeat message on the display sign over mobile telephone to announcer in WJW studio. Prizes include evening's entertainment with dinner, theatre tickets and corsages. Agency for Fick Inc. is Ohio Adv., Cleveland.

Dental Health

USING radio as an educational medium, Southern California State Dental Assn. has started public service programs aimed at teaching children dental health. First program, "Dr. Kindly" to be run 15 minutes weekly for 13 weeks, started Jan. 24 on KRKD Los Angeles. Two other weekly programs will follow in near future, one to be heard over a San Diego station, the other from Santa Barbara. Agency is Jim Bishop & Assoc. Los Angeles.

Civic Forum

ATTEMPT to keep the public informed on local issues is being made by the KFOX Long Beach, Calif. department of public affairs in conjunction with Governmental Affairs Committee of Long Beach Junior Chamber of Commerce. Station is presenting a new weekly civic forum program "J. C. Town Meeting," which started Jan. 29. Prominent speakers are featured.

Rural News

EVERY MORNING rural news is featured for 15 minutes on CHAB Moose Jaw, Sask. Station retains a correspondent who goes throughout the rural area by car, or sleigh in winter, and visits villages and individual farms, to obtain latest news of rural activities. Copy is telephoned or telegraphed in to CHAB each morning to allow for editing and presentation on breakfast time rural newscast, which is locally sponsored.

AWB District to Meet

AWB's 12th District will hold a two-day conference Feb. 27-28 at Oklahoma City's Biltmore Hotel, according to an announcement by Julie Bennell of KOMA Oklahoma City, district chairman. This is the first meeting of the 12th District, which comprises Oklahoma and Kansas, and about 75 women are expected to attend. Three sessions of the meeting will merge with the U. of Oklahoma Radio Conference being held simultaneously.

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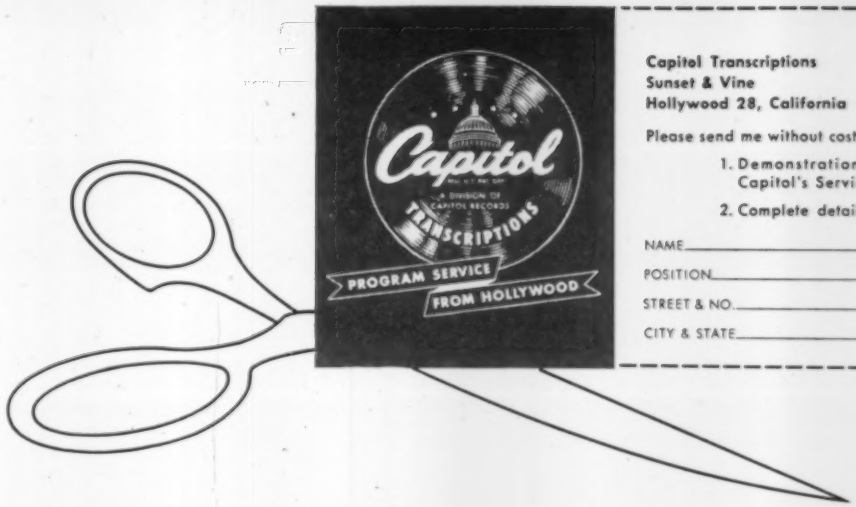

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FCC Actions

(Continued from page 66)

Decisions Cont.:

CP—Cancelled

KAWM KAW Bcstg. Inc., Topeka, Kan.—Granted authority to cancel CP and delete all records relative thereto (1560 kc 500 w D).

CP—Cancelled

WFRB Richard H. Balch, Utica, N. Y.—Granted authority to cancel CP and delete all records relative thereto (900 kc 250 w D).

Petition Denied

WPPA Pottsville, Pa., and WWBZ Vineland, N. J.—Adopted order denying petition of WWBZ for reconsideration and grant without hearing of its application to change hours from D to unl., install DA-N; granted petition of WPPA to remove its application from hearing, and granted said application to increase power of WPPA, operating on 1360 kc, from 500 w to 1 kw, make changes in trans., change hours from D to unl. and install DA-N, subject to such interference as may be received from WWBZ in event its application is granted, and subject to approval of trans. site and ant. system by CAA.

Application Dismissed

Stanislaus County Bcstrs. Inc., Modesto, Calif. and Radio Twins Bcstg. Co., Salinas, Calif.—Adopted order dismissing applications for new stations (Stanislaus seeking 1010 kc 1 kw D at Modesto and Radio Twins Bcstg. Co. seeking 1010 kc 250 w D at Salinas), without prejudice to refiling after decision has been rendered with respect to application of C. Thomas Patten or after his application has otherwise been disposed of.

Hearing Designated

Minnesota Valley Bcstg. Co., Mankato, Minn.—Designated for hearing application for new station 1420 kc 1 kw DA-N unl.

Southeastern Massachusetts Bcstg. Corp. and Bay State Bcstg. Co., New Bedford, Mass.—Designated for consolidated hearing applications for new stations 1230 kc 100 w unl.

George F. Haddigan and Radio Delano, Delano, Calif.—Designated for consolidated hearing applications of Haddigan for new station 1340 kc 250 w unl. and Radio Delano for new station 1350 kc 1 kw D.

License Extension

WJPA Washington, Pa.—Granted extension of license on temp. basis to June 1 pending further study of information received under Section 308(b).

Petition Granted

Pacific States Radio Engineering, Pittsburg, Calif.—Granted petition requesting that application be designated for hearing in consolidated proceeding with Petaluma Bcstrs., Petaluma, Calif., and Walter L. Read, Petaluma, Calif., application of Pacific States Radio Engineering for new station at Pittsburg, Calif. 1490 kc 250 w unl.

License Renewal

Granted renewal of license of following stations for period ending Feb. 1, 1951: KBRL McCook, Neb.; KFAM St. Cloud, Minn.; KFLW Klamath Falls, Ore.; KGFF Shawnee, Okla.; KSMA Santa Maria, Calif.; WASK Lafayette, Ind.; WCRK Morristown, Tenn.; WENE Endicott, N. Y.; WHIT New Bern, N. C.; WTBC Tuscaloosa, Ala.

February 3 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

KPPC Pasadena, Calif.—CP increase 100 w to 250 w and make changes in trans.

Modification of CP

KXRX San Jose, Calif.—Mod. CP which authorized new standard station for extension of completion date.

WGGG Gainesville, Fla.—Mod. CP as mod. which authorized new standard station for extension of completion date.

WRGA Rome, Ga.—Mod. CP as mod. which authorized change frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

WBBW Indianapolis, Ind.—Mod. CP as mod., which authorized new standard station for extension of completion date.

License for CP

WCRB Waltham, Mass.—License to cover CP as mod. which authorized new standard station.

WHDF Houghton, Mich.—License to cover CP as mod. which authorized install. new vertical ant., change in trans. and studio locations and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WMBH Joplin, Mo.—Mod. CP as mod. which authorized changes in ant. and install FM ant. and change type trans. for extension of completion date.

AM—1400 kc

Lemoyne College, Memphis, Tenn.—CP new standard station 1400 kc 250 w unl. Contingent upon WHBQ being granted change of facilities.

Modification of CP

KCUL Fort Worth, Tex.—Mod. CP as mod. which authorized new standard station for extension of completion date.

KCOH Houston, Tex.—Mod. CP as mod. which authorized new standard station to change name of permittee corporation from Lee Segall Bcstg. Co. to Call of Houston Inc.

APPLICATION DISMISSED

Modification of CP

KWAK Stuttgart, Ark.—Mod. CP as mod. which authorized new standard station, to make changes in trans. equipment and change frequency from 1240 to 1230 kc. Dismissed Jan. 27.

ACCEPTED FOR FILING

Transfer of Control

K8DO San Diego, Calif.—Involuntary transfer of control of permittee corp. from Ira C. Copley to James S. Copley and The First National Bank of Chicago as Executors for The Estate of Ira C. Copley, The First National Bank of Chicago as Trustee for Chloe D. Copley and The First National Bank of Chicago and Benjamin P. Alschuler as Trustees for James S. Copley and William N. Copley.

Modification of CP

WHMB Washington, D. C.—Mod. CP as mod. which authorized new FM station for extension of completion date.

Transfer of Control

WBNU Aurora, Ill.—Involuntary transfer of control from Ira C. Copley to James S. Copley and The First Nat'l Bank of Chicago as executors for estate of Ira C. Copley, The First Nat'l Bank of Chicago as Trustee for Chloe D. Copley and The First National Bank of Chicago and Benjamin P. Alschuler as Trustees for James S. Copley and William N. Copley.

Modification of CP

WOAP-FM Owosso, Mich.—Mod. CP as mod. which authorized new FM station for extension of completion date.

FM—104.3 mc

The Blue Valley Co., Independence, Mo.—CP new FM station (Class B) on Channel 235 94.9 mc, ERP 9.15 kw. AMENDED to change frequency to Channel 282, 104.3 mc.

Modification of CP

WSNJ-FM Bridgeton, N. J.—Mod. CP as mod. which authorized new FM station to specify studio location, change ERP to 7.92 kw, ant. height above average terrain to 484 ft. and to make changes in ant. system and change type trans.

WAAT-FM Newark, N. J.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WFLN Philadelphia—Same.

WSBA-FM York, Pa.—Same.

The Outlet Co., Providence, R. I.—Mod. CP which authorized new FM station for extension of completion date.

KTSL Hollywood, Calif.—Mod. CP as mod. which authorized new commercial television station to change frequency from Channel 1, 50-56 mc, to Channel 1, 44-50 mc, and install new trans. ESR vis. 11,300 w aur. 8,000 w specify power aur. 2.5 kw, vis. 5 kw (peak). AMENDED to change name to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bcstg. System.

KLAC-TV Los Angeles—Mod. CP as mod., which authorized new commercial television station for extension of completion date. AMENDED to change name to KMTR Radio Corp.

KNBH Los Angeles—Mod. CP as mod. to new commercial television station for extension of completion date.

TV—180-186 mc

The New Britain Bcstg. Co., Hartford, Conn.—CP commercial television station on Channel 8, 180-186 mc., ERP vis. 30.4 kw aur. 15.1 kw unl. AMENDED to change studio site.

(Continued on page 75)

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

SALES ENGINEERING—

● Your Opportunity For The Future

● Several Positions Open For Energetic Men

• Here is your chance to do the kind of work you like, be associated with a major manufacturer in the broadcast equipment field and make a good income at the same time.

Experience in the radio broadcasting field and enough technical knowledge to make intelligent equipment recommendations is essential.

Positions open are in Midwest and Southeast. Would prefer men living or willing to live in Cleveland, Cincinnati, Ft. Wayne or Atlanta areas, although this is not mandatory. Necessary to have good car as travel is extensive.

In reply give age, past positions, business experience, education, marital status.

Reply care of

BOX 626, BROADCASTING

DISC JOCKEY

To take over high-rated, established shows. Proven past record, pleasing personality, knowledge of popular music required. No prima donnas or floaters. Top earning to topflight man. Outstanding middlewest, regional station. Tell complete story first letter.

Box 566,
BROADCASTING

POSITION OPEN

For five operators with first class radio telephone license. Write by Air Mail to Station WMDD, P. O. Box 187, Fajardo, Puerto Rico.

Help Wanted (Cont'd)

WANTED

Operator for transmitter or control room in a Michigan network station. Good pay and working conditions. Must have a car. Give history, education, experience and picture in first letter.

Box 605
BROADCASTING

PROGRAM DIRECTOR WANTED

For the Midwest's most powerful and most successful FM station! A man who can produce and supervise commercial shows and build good, live programs out of an abundance of talent. An excellent opportunity for the man who can qualify! Send full particulars, experience, salary desired, availability, etc. to

Radio Station WCSI-FM
71,000 Watts
Columbus, Indiana

Chief Engineer—5000 watt regional major network and FM. Northeastern section. Require details, education, experience, personality, references. Unusual opportunity right man.

BOX 591, BROADCASTING

WWJ-TV Detroit seeking experienced newscaster. Must have at least three years' experience in radio newscasting involving original presentation and not merely the reading of wire service bulletins. Must also have experience as moderator in forum discussions. Submit complete data including: recording, photograph and samples of original scripts. Address—
GENERAL PROGRAM MANAGER

Continuity director-announcer. Excellent opportunity for good productive man. Would head continuity and do air work. Send samples, voice recording to Frank McIntyre, KLIX "it clicks" Twin Falls, Idaho, near Sun Valley.

Attention—Commercial copy and continuity writers in Iowa and surrounding states. KRNT, the Cowles ABC station in Des Moines, has an opening for a topnotch writer who can turn out successful selling copy and scripts that display originality and showmanship. Must have at least three years experience. Salary commensurate with abilities and experience. A chance to join a nationally-known radio operation. Send sample copy and scripts with photo and references to KRNT, Register and Tribune Bldg., Des Moines, Iowa.

Help Wanted (Cont'd)

Salesman—Young man, experienced in radio time sales, to sell and service local accounts for a small New England network affiliate. Must have car. Permanent position with opportunity to train for managerial position. Give previous experience, education, references, compensation, etc., first letter. Box 533, BROADCASTING.

Excellent opportunity—For a good radio salesman or a young ambition man, with a progressive newspaper owned radio station with a splendid 20 county coverage on 560 kilocycles. We need a salesman to work exclusive territory just filed with prospect. $50.00 weekly drawing account, car allowance and commission. Fine hunting and fishing just 50 miles south of Norfolk, Va. Send complete background details, references and recent picture to Box 546 BROADCASTING.

New York State network affiliate has openings for two experienced announcers. Send disc, photo and other data in first letter. Box 563, BROADCASTING.

Announcer who knows traffic to direct programs. Engineer who can read spots. South Georgia Mutual local. Better than average jobs. Details to Box 372, BROADCASTING.

Intermountain, MBS outlet needs good commercial manager and a program man with ideas, good salaries in live-wire market. Box 574, BROADCASTING.

Wanted—Two announcers for a progressive station. Must have good voices and be able to operate controls. No license. Prefer single men or veterans married, but no children. Radio school graduates will be considered. An excellent opportunity to learn at a station run and staffed by former network men. Good hours, pay and working conditions. Pay in accordance with your ability. Send disc, recent photo, reference and background to Box 575, BROADCASTING.

Announcer with opportunity to work in sales. Midwest network affiliate. Box 576, BROADCASTING.

Salesman-announcer to take complete charge of remote studio in prosperous town of 8000, modern progressive station in "deep south." Dependable young man with ideas. Salary and commission amounting to $300.00 to start. Box 580, BROADCASTING.

Wanted—Experienced program director for thousand watt midwest station opening in March. Excellent opportunity. State experience and salary expectancy. Box 592, BROADCASTING.

Versatile announcer for staff duties in North Carolina city of 50,000 population. Salary $55.00 per week. No beginners need apply. Send reply to Box 593, BROADCASTING.

Operator for Texas station. Permanent position. Tell all about yourself. Box 594, BROADCASTING.

Announcer for all-round staff work, progressive small market station "deep south." $200.00 per month, forty hours per week. Box 581, BROADCASTING.

Corporation with CP for 1 kw low frequency station wants experienced operator to supervise construction and manage station. Some financial investment will be required to insure permanency. Enterprising western city 100,000 trade area. Mutual affiliate. Write Box 597, BROADCASTING.

Experienced announcer, with lively voice and good personality. Should have at least two years experience. This is for major market station. Box 601, BROADCASTING.

Desire expand local news coverage. Need newsman with background, experience. Box 596, BROADCASTING.

Wanted—Engineer with first class telephone license. Must have car. Contact WANN, Annapolis, Maryland.

Experienced staff announcer, also with ability on news. Salary $225.00 a month. Send full details, photo and transcription if possible, to KISD, Sioux Falls, S. D.

First Class operator with some experience wanted by 250 watt daytime station. Single man preferred, should have car. WLPO, LaSalle, Illinois.

Announcer—A good opening for experienced announcer. Send qualifications, photo and transcription to Program Manager, WMC, Goodwyn Institute Building, Memphis, Tennessee.

Help Wanted (Cont'd)

Announcers—Expanding schedule and impending FM operation WTNS, Coshocton, Ohio, 1 kw daytime, requires two staff announcers. 40 hour week. Good base pay. Experienced only. Send disc, picture, background to Bruce Wallace, Manager. Also wanted, experienced continuity writers. Send samples.

Like to dig? We need a good experienced digger-upper of advertisers. Contact Bill Malone, KTYL, Mesa-Phoenix, Arizona.

Announcer-disc jockey, experienced ad-lib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

Wanted—Engineer with first class ticket or man and wife both with first class tickets. In either case, man must be capable of assuming complete responsibility for operation and maintenance of 2300 ERP GE FM transmitter located on small mountain within 60 miles of New York City. If not man and wife combination, engineer should be married and without children. Excellent opportunity with good salary and a new home. Write, giving full details to WHVA, P. O. Box 889, Poughkeepsie, N. Y.

Texas station will train salesman under GI Bill. Give qualifications. Box 595, BROADCASTING.

Experienced transmitter operator for 5 kw DA MBS station. Sixty dollars start with excellent prospects. Charles Heisler, Chief Engineer, WROW, Albany, N. Y.

Wanted—Good announcer for news and record programs. Wire if interested and mail disc, photo and letter of experience with references to WFNC, Fayetteville, N. C.

Wanted—50 kw station with FM has immediate opening for control and recording engineer. Some FM operating. License required. Adequate salary depending on experience. Box 602, BROADCASTING.

Wanted—Experienced announcer. Must edit and broadcast news. No writing experience necessary. State age, married or single and give references. Salary $45.00 per week. Send audition platter with application. Richard Mosena, KBUR and KBUR-FM, Burlington, Iowa.

If you can sell radio time intelligently and have a desire to settle down in a prosperous and beautiful eastern community, send a letter with definite indications of your sales ability and three references to Box 609, BROADCASTING.

Announcer with some experience—rich, deep voice, good all-round man, preferably with sports announcing ability. State salary expected, send photo and audition disc to WJSW, Altoona, Pennsylvania.

Wanted—Chief announcer who can do some programming; write commercial copy; do early morning show. No prima donnas wanted, but conscientious man; network affiliate, south central city, 14,000; good opportunity. $55 week. Box 613, BROADCASTING.

Program director and traffic manager; pair or separate. Announce, produce hard work. WHOB, independent, Gardner, Mass.

Wanted—Engineer for 5000 watt AM and 10,000 watt FM. Must be capable of handling master control with turntables; also, experienced in transmitter and studio installation work. Excellent salary. Address application W. J. Hearin, Jr., Executive Vice President, Radio Station WABB, Mobile 9, Ala.

Salesman with experience on non-network stations. Marvelous opportunity for right man who would like to become commercial manager. Fine market, city of 100,000. Southerner preferred. WJXN, Jackson, Mississippi.

Wisconsin's most show-full major network station needs additional, experienced continuity writer. $50 start with guaranteed raises. Write Bob McTyre, Continuity Director, WTAQ, Green Bay.

Experienced news editor wanted immediately for progressive midwest station. Must be able to write and edit own newscasts. Box 631, BROADCASTING.

Help Wanted (Cont'd)

Regional network daytime station in prosperous Michigan city wants salesman. Experience required. Draw guaranteed for reasonable time; 15 per-cent commission. Box 635, BROADCASTING.

Network station in small southern city desires combination announcer and engineer with FCC ticket. Good pay and good living conditions for right man. Reply Box 637, BROADCASTING.

Night news editor—Experienced in writing and broadcasting news programs. Permanent position. Send sample copy and audition record with photos and references to General Manager, KMOX-Columbia Broadcasting System, Inc., 401 S. 12th Street, St. Louis 2, Missouri.

Copywriter wanted immediately. Prefer girl with experience who can turn out commercials and general continuity with speed and efficiency. Contact Operations Manager, WLBR Lebanon, Penna.

Situation Wanted

STATION MANAGER
AVAILABLE

TWENTY YEARS in radio!

TWELVE YEARS with present employer who knows of this ad!

EIGHT YEARS manager of successful top network affiliate!

INTERESTED in potentially good station — in GOOD MARKET which will afford GOOD SALARY to man of experience and ability!

BOX 600,
BROADCASTING

Program Director!

Available immediately! 12 years experience station programming and production. Excellent record, finest references. Topflight announcer, emcee, ad-lib and news, currently writing and producing on top Hooper network show in Hollywood. Want to return to station operations.

BOX 627, BROADCASTING.

For sale—A voice; seven years radio. To production station that will know how best to use it. Sales, song and sports. Box 59, BROADCASTING.

Experienced general manager available. 15 years experience all phases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Manager—Installed and now directing FM station in metropolitan area. Complete background all phases of radio. Sales, promotion, programming. Consider west of Mississippi only. Available on 30 days notice. Box 440, BROADCASTING.

Experienced engineer, some announcing if necessary. Please give details, city and station first letter. Box 467, BROADCASTING.

Two experienced engineers, one now working 250 watter; other 5 kw station. Were buddies during war, want to work together. Both graduates of good radio engineering school, both want place to settle permanently. One married, other single. One has held chief engineer's position in 250 watt station. Box 470, BROADCASTING.

New general manager, part owner, smaller independent. Previously general manager network outlet, large market. Prefer management network station. Newspaper background. Could invest. Box 482, BROADCASTING.

50,000 watt and network announcer employed key midwest station desires change. East, Chicago or coast. Three years top disc shows. Married, veteran. Box 528, BROADCASTING.

Engineer, 1st phone, 10 months experience with local. Single, vet. Desires permanent position. No car. Available 2 weeks. Box 531, BROADCASTING.

Staff announcer—Young, single. Versatile experience, including, news, sports, record shows, etc. Board operation. No ticket. Prefer west; consider all others. Box 535, BROADCASTING.

Situations Wanted (Cont'd)

Attention—Personable, young, single, announcer with three years radio experience interested in becoming associated with progressive station as salesman. Aggressive, congenial, neat appearance. Box 536, BROADCASTING.

Program director-announcer-scriptwriter with year's experience and car wants permanent location so can get married. Also selling. Specialized sports, news and programming, but experience disc shows, remotes and live talent. Three years Ga. Tech. Age 25. Will travel. Prefer announcing and programming. Disc and photo on request. Box 545, BROADCASTING.

Do you need a sports announcer? Young announcer now employed by NBC station in the south, where announcers do everything, would like to work for progressive sports-minded station. Box 549, BROADCASTING.

Do you want a good sports announcer who can double in any type show you desire, can get interviews and can get good "hot" new stories plus highly recommended play-by-play? Then let me hear from you. Must get $65 per week plus talent. Presently employed. Box 556, BROADCASTING.

Copywriter, single, experienced all types. Progressive station anywhere. Box 562. BROADCASTING.

Singing commercials, amateur, but ambitious. New York or Washington, D. C. Box 569, BROADCASTING.

Good announcer. Now with station in large eastern city. Desire change. Ad-lib, interviews, audience shows a specialty. Also disc jockey, commercials, news. Four years rounded experience. Ambitious. What have you? Box 570, BROADCASTING.

Hit song-writer, music director and arranger, solo pianist (popular and classical) desires disc jockey and music programming spot with responsible network or independent radio station. One of my hit songs is now in your studios-first of 1948 releases on well-known record label. Your proposition should be commensurate with the "name" value of above qualifications. Box 571, BROADCASTING.

Announcer—experienced. Married. Available immediately. Reference, disc, photo on request. Box 577, BROADCASTING.

Program director. Good background of announcing, acting and directing. Stable. Excellent references. Box 578, BROADCASTING.

Employed chief announcer with eight years announcing experience, seeks change to station coastal southern California. Know programming and capable of training staff. Desire permanent air and supervising job with progressive station after July 1st. Housing, moving expenses. Box 579, BROADCASTING.

Experienced staff announcer available. Single. 34. Good education. Box 582, BROADCASTING.

Successful salesman—Qualified national sales manager for primary market affiliate. $7800. Box 583, BROADCASTING.

Combination man, now employed in Florida station, not unhappy with working conditions or my employer, just want to better myself. Prefer chief engineer's position in small aggressive station. 12 years broadcasting experience, 6 years as chief. Must have at least $65.00 per week to start. Box 584, BROADCASTING.

Program director—Eleven years network and station experience in all phases of programming and sales service. Producer, director, writer. Desire to locate with station in major market area in east or midwest. Veteran. Married. Presently employed with network. Box 585, BROADCASTING.

Program director who's a darn good announcer, too, with years of advertising agency experience, now with limited budget NBC affiliate, looking for a tough job with a station which needs a man with plenty of ideas, know-how and initiative. Box 586, BROADCASTING.

Program director, sales or station manager, combination man (first phone). Veteran, 30, well-grounded every phase of station operation, including management, desires affiliation with western station. College graduate. Can arrange personal interview. Available immediately. Box 587, BROADCASTING.

Situations Wanted (Cont'd)

Program director and M.C. Expert handling of audience participation, interviews, special events and ad-lib programs. National reputation. Fifteen years experience in New York and Hollywood. Salary plus performance fees. Excellent references. Will personally contact all replies. Box 588, BROADCASTING.

This is addressed to the station owner or manager who is interested in "quality"! I am looking for a position with a future with a station that will appreciate what I have to offer. I am desirous of a position as a program director or production manager of a topflight, progressive radio station. Here is what I have to offer: 8 years experience as producer, writer, newscaster and announcer of topflight network shows and for 50,000 watters. Still rated a top announcer and newscaster (but will not take staff job). Initiative, ingenuity, originality, ambition and the ability to handle people coupled with the ability to produce shows that sell is all yours if you have to offer what I seek. Salary must be in excess of $5000 yearly to start with a guaranteed increase after six months. Finest of references as to ability, integrity and sobriety. Presently employed and my employer knows of this ad. Write or wire Box 590, BROADCASTING.

A-1 manager available to build sales and profits for progressive station. Fifteen years solid background with successful operations. Outstanding know-how in sales, programming, promotion, public relations. Aggressive and competitive. Sound idea man. Fine personality. Productive national agency contacts. Active in community affairs. Stable family man with excellent references. Write or wire Box 598, BROADCASTING.

Experienced radio writer. Emphasis on commercial copy. Know production techniques. Now copy chief, net affilite, top market. Stable family man. Vet, 27, journalism degree. Box 599, BROADCASTING.

Announcer, experienced, some copywriting, programming. Vet, 24, married. Desire permanent location. Will travel. Available immediately. Disc on request. Dale Chronicle, 3139 N. E. 57th, Portland 13, Oregan.

1st phone. Experience on 5 kw. Want operation position. Available immediately. Age 37, married, no children. Anywhere in country. Advise wage schedule. Ken MacGregor, 1094 Fernhill, Detroit, Michigan.

Baseball play-by-play announcer. Four years experience in Major and AA Leagues. Expert all-round sports man. Available March 1st. Box 589, BROADCASTING.

Chief engineer available February 28th. Prefer southwest for child's health. Best references. C. W. Jones, 910 N. 25th Street Paducah, Ky., Phone 3045M.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Sports man—Red Finley was tops with A.F.N. in Europe. Can offer complete coverage all sporting events for your station. Ask any A.F.N. man. Now employed, making change. References. Address 1027 Stonewall, Memphis, Tennessee.

Versatile announcer, program director, 29, now employed senior announcer. Will send disc. Desires more opportunity. Disc jockey, special events, sports, news. Ten years experience. Family man. Box 604, BROADCASTING.

First phone transmitter operator wants job, $50 minimum. Three years experience and available at once. Jeff Rice, Jr., 706 West Central Ave., Bentonville, Ark.

Engineer. First phone. Would welcome opportunity learn announcing, adaptable to anything. 250 miles radius new York City. Box 611, BROADCASTING.

(Continued on page 74)

NATIONAL ACADEMY OF BROADCASTING, INC.

STATION MANAGERS!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing, producing.

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

America's Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS

G-I APPROVED

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ **Correspondence** ☐ **Residence Courses.**

Name_____

Address_____

City_____ **State**_____

Situations Wanted (Cont'd)

Television I am a college trained television man. Announcer, studio assistant, production assistant; can also handle camera. BA in radio and television; one year experience on a N. Y. television station. 23, married, stable, dependable. I have the knowhow, do you have the job. Dave Rosehill, 119-21 Metropolitan Ave., Kew Gardens, N. Y.

Salesman—Ten years network and local experience. Ten years newspaper. Box 607, BROADCASTING.

Sales manager—Successful background in radio sales as salesman, sales manager and general manager. Experience in small and large stations. Seeks permanent opportunity where hard work and sales know-how is needed. Box 606, BROADCASTING.

Engineer (first), transmitter experience, married, steady. Start $60. Box 612, BROADCASTING.

FM technical director—Develop your CP to completion. Remain as technical director. AM experience plus 6 years exclusive FM construction and operation, 3 with pioneer FM outlet. Box 614, BROADCASTING.

Announcer-production man; 23, married. BA in radio from NYU; one year experience. Pleasant, convincing voice. Want to locate with coming station. A definite asset. Can take over any position on your station. Dave Rosehill, 119-21 Metropolitan Ave., Kew Gardens, N. Y.

Young lady, two years conducting women's programs for SKW, New England network key. Continuity. Grad. Leland Powers, Boston. Minimum $60. Excellent references from present station. Prefer Northeast but will travel. Box 615, BROADCASTING.

Experienced announcer-operator-salesman, capable newscaster now employed. Available March. Married. Prefer New England area. Details on request. Box 616, BROADCASTING.

A-1 copywriter—Six years of sharp, practical experience in stations and agencies. Sales-compelling commercials, copy that sells and sells, all add up to a happy relationship. Wide experience also, on variety shows, documentaries, musical continuity, plenty of national air credits. Pleasant personality, imaginative, a congenial business-builder and asset to any organization. Vet, married, excellent references. Box 618 BROADCASTING.

Manager, commercial manager. Excellent record, new outlet or progressive small operation. Above average sales positions considered. Box 620, BROADCASTING.

Experienced program director, 29, family man. Prefer southern outlet. S. J. Stone, 2249 W. Iowa St., Chicago, Illinois. Everglade 2694.

Announcer—29, single. Trained all phases. Short on experience—long on ability and ambition. Will travel anywhere. Disc ,photo available. Bob C. Ulik, 2742 N. New Hall, Milwaukee, Wis.

Announcer—24, married. One year experience. Will travel, but east preferred. Box 622, BROADCASTING.

Engineer—Experienced in transmitter operation, maintenance, recording and some control work. No slide rule expert or radio school product. Second radiotelegraph plus first radiotelephone license, amateur since 1941. Young, single and have car. Midwest stations preferred. Box 623, BROADCASTING.

Commercial manager with knowledge of small station management available due to sale of station. 16 years newspaper advertising manager and 6 years radio commercial manager in same town. Prefer southern territory, but consider any location. References from present employer. Box 624, BROADCASTING.

12 years experience all phases programming. Know television film editing, newsreel. Skilled announcer and writer. Now very gainfully employed in east, but will listen to reason for spot in southwest. Box 625, BROADCASTING.

Announcer-program director. 3 years commercial experience. Good ideas, pursuing course in television production evenings, desires connection within commuting distance New York City. Box 628, BROADCASTING.

Engineer. 1st phone. Young, single, RCA grad. Ambitious, willing, hard-working. Will travel. Box 629, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-vet. Desires announcing position. Trained all phases leading Chicago college. Disc, pic upon request. Ed Leugoud, 11321 Forest Ave., Chicago 28, Ill.

Experienced announcer and newscaster seeking to better himself. 5 years experience on stations from 250 w to 50 kw. 5 years experience on live, disc, and news shows. 5 years in building a voice of quality. This 25 year old veteran, family man, will arrange live audition if possible. If you want a good announcer write Box 630, BROADCASTING.

Manager—Can organize and meet competition. Seven of ten years experience as radio executive in market over million. Top references. South or southeast preferred. Box 632, BROADCASTING.

Manager-engineer. 10 years program and engineer experience plus selling and announcing experience. Would like opportunity to discuss position with you. Box 636, BROADCASTING.

Young woman trained in announcing and continuity wishes job preferably in midwest, but will go anywhere. Box 633, BROADCASTING.

Sportscaster-Veteran. Experienced all sports, play-by-play. Staff announcing, disc jockey, special events, continuity. Presently employed. Midwest preferred. Box 634, BROADCASTING.

Salesman, aggressive, with college degree in speech, concentrative i radio, persuasive speaking, radio sales. Some experience, well trained and very ambitious to enter radio. Married veteran, available immediately. Ed Roeder, 4161 Connecticut St., St. Louis, Mo.

Announcer (21), Will travel. Practical experience with large net station. College and radio school education. Versatile. George A. Sattler, 4744 N. LaPorte Ave., Chicago 30, Illinois.

Announcer-27, College and radio training. Professional voice quality, versatile, realize importance of a radio personality. Albert M. Lubins, Radio Institute of Chicago, 165 N. Michigan Blvd., Chicago, Illinois.

For Sale

FOR SALE

WEST COAST FULLTIME STATION

A major market operation located in one of the west coast's most desirable areas for living and business.

This station has splendid local acceptance; it is well operated and has one of the best potentials in west coast radio. Showing an excellent profit now with volume due to increase.

Price $125,000

Write exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton
1011 New Hampshire Ave.	235 Montgomery St.
National 7405	Exbrook 2-5672

FOR SALE

Class "A" FM construction permit and fine transmitter site in excellent community less than 50 miles from New York City. No existing AM facilities and no more available FM or AM channels for this area which is shielded by natural barrier from satisfactory outside FM coverage. Present licensees have other complicating business interests which necessitate change in plans.

Call, wire or write Harvey Malott

BEN SHULMAN & ASSOCIATES

500 Fifth Ave., New York 18, N. Y.

Suite 1724

Phone: BRyant 9-1133

For Sale (Cont'd)

ATTENTION MANAGERS!

Here's not less than $1000 of sure-fire business. A 4-weeks daily campaign "BUY IN name of your city" for population of 50M or less. Programs, spots, chain-breaks and time-calls. 10,000 words. Four selling plans. A perfect set-up for Chamber of Commerce cooperation. Now being sold in 20 states. Exclusive to locality. Price $30 complete. Sent on 15-day selling opportunity or return without infringement. Confidence in you and copy.

CHARLES HODGE ALLEN
Radio Advertising Specialist—
Selma, Ala.

For sale—New towers, any height, immediate delivery. Write, wire or phone 8503. John Greene, Mid-South Tower Company, Southern Pines, N. C.

Transcription turntables—Two Fairchild type 227 (same as recording). Also, 2 WE comb. vert. and lat. reproducer groups (109-A). Guaranteed perfect. Best offer takes all or part. Box 573, BROADCASTING.

For sale—250 watt fulltime station, 1230 kc Idaho Falls, under CP. Write P. O. Box 1261, Idaho Falls, Idaho for information.

For sale—15-A and 90-A Western Electric units. When used together constitute the 309-B 500 watt transmitter. Good condition. If interested contact Sergeant Ralph McNail, Communications Bureau, Department of Police, 1200 Clark Avenue, St. Louis 3, Missouri.

Far sale—Very reasonable, a 250 RCA transmitter, Wincharger tower, etc. Reason for selling going to 5000. Contact James R. Doss, Jr., Radio Station WJRD, Tuscaloosa, Alabama.

For sale—800 ft. 7/8 inch 72 ohm Communications Products coaxial line in factory cases, at current market price. Radio Station WLOH, Princeton, W. Va.

Tower construction and maintenance available now. Ace Hi Tower Construction Company, H. C. Tant, Manager, Offices at WROM, Rome, Georgia. Phone 9075.

1 No. 308-B Dumont scope-factory guarantee; $175.00; 5 No. UL-1DA Universal RMC complete as is, $90.00 each, $385.00 for all. If scope bought with 5 arms-complete lot $535.00. Contact KOPO, Tucson, Arizona.

For sale—180 foot self-supporting International tower with lighting system. Excellent condition. Write or wire WMLT, Dublin, Georgia.

For sale—Must sell 10 kw transmitter composite, but dependable. Wire or phone Mark W. Bullock, Chief Engineer, KFAB, Lincoln, Nebraska.

1000 watt Western Electric Type 352E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Mobile broadcast relay unit. Covered Wagon trailer equipped with Collins 30-H 100 watt and 30-H 50 watt transmitters on 2190 and 31620 KC/s respectively; includes frequency monitor 1500 watt AC power plant with gas engine, all in excellent condition, ready for service. Details and photographs available. Box 603, BROADCASTING.

For Sale (Cont'd)

Wired-music central office equipment including four turntables, three ra... of equipment, handles 30 lines. A... subscriber equipment. Bargain ... quick sale. Box 610, BROADCASTING.

For sale—One Vomax VTVM used, ... in perfect condition. Contact Al Klo... WBRW, Welch, West Virginia.

For sale—1 Presto type 6-N recorder, ... ohm cutter, in carrying case, A-1 co... dition, $450. Box 617, BROADCASTING.

For sale—Rek-O-Kut turntables ty... G-2 standard. Two new, two used pr... $85 for used turntables; $95 for ne... turntables. Box 619, BROADCASTING.

Non-resident owners will sacrifice ... watt independent station in 5-statio... southern city of 100,000 population. Please do not reply unless you ha... $60,000 in cash. Write Box 621, BROADCASTING.

For sale and immediate delivery, ... model F Presto recorder, in excelle... condition. This piece of equipment ha... been in use only 3 months. Pric... $1500. Box 471, BROADCASTING.

Carolina 250 station for sale, reply Bo... 515, BROADCASTING.

For sale—Truscon shunt fed 196 ft. tow... er. Standing New York City. Make offe... Box 608, BROADCASTING.

Wanted to Buy

General Radio type 516-C or 916-A R... bridge. Box 458, BROADCASTING.

Small station. Northeast. Box 5... BROADCASTING.

Used RCA 1000 watt transmitter or 1... watt amplifier. Will consider tradi... RCA 250-K if desired. WSAV, Savan... nah, Ga.

Used 250 w to 1 kw FM transmitter and ... associate equipment. C. R. Telaak, 3... Main Street, Buffalo 14, N. Y.

Used tower wanted, 225-275 feet. ... Frank Jones, 300 Diggs Blvd., Warne... Robins, Georgia.

Vertical pickups, Western Electric D... 93306 "D-spec", reproducers. Heads onl... or with arms, in any condition. Th... Pacific Network, Inc., 6906 Santa Monic... Boulevard, Hollywood 38, Calif.

Station in small market now operating ... at loss or CP anywhere. Box 42... BROADCASTING.

Wanted—Two WE 8 ball mikes. Any ... condition. Miles, WBAA, Lafayette, In... diana.

Miscellaneous

Yours, two dollars each five dollar... top photographic course sold. Arthur ... Cooper, WVOS, Monticello, N. Y.

Jockey's comedy script collection, $5.00 ... Kleinman, 1735-T N. Bronson, Holly... wood 28, Calif.

Krom-A-Tone post cards—Best, mo... economical method to display any prod... uct. Samples on request. Graphic Art... Photo Service, Box 365-F, Hamilton, ... Ohio.

CLASSIFIED RATE SCHEDULE

Effective February 16

Situations Wanted ... *10c word—$1 minimum*

Help Wanted ... *20c word—$2 minimum*

Other classifications ... *25c word—$4 minimum*

One inch display ... *$12 per inch*

3 words for the blind box number, no charge

FCC Actions

(Continued from page 70)

Applications Cont.:

TV—180-186 mc

Crosley Bcstg. Corp., Indianapolis—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 30.1 kw, aur. 25.4 kw unl.

TV—198-204 mc

Louis G. Baltimore, Wilkes-Barre, Pa.—CP new commercial television station on Channel 11, 198-204 mc, power aur. 1 kw, vis. 4 kw (peak) and unl.

Modification of CP

WTVR Richmond, Va.—Mod. CP as mod. which authorized new commercial television station for extension of completion date.

KSSC-TV Seattle, Wash.—Same.

Federal Telecommunication W2XTA Lab. Inc., Area New York—Mod. CP which authorized new experimental television relay station W2XTA, for extension of completion date.

License for CP

KXLR Little Rock, Ark.—License to cover CP which authorized install new trans.

KMYC Marysville, Calif.—License to cover CP as mod. which authorized to make changes in trans. equipment, install new vertical ant. and mount FM ant. on top of AM tower and authority to determine operating power by direct measurement of ant. power.

AM—970 kc

WFLA Tampa, Fla.—CP reinstate CP as mod., which authorized changes in DA-N, to be operated on 970 kc 5 kw DA-N and unl.

AM—1400 kc

WMGA Near Moultrie, Ga.—Authority to determine operating power by direct measurement of ant. power.

License for CP

WKBV Richmond, Ind.—License to cover CP, install new trans.

WXLT Ely, Minn.—License to cover CP as mod. which authorized new standard station.

AM—1580 kc

Snowden Radio Enterprises, Winfield, Kan.—CP new standard station 1580 kc 1 kw D.

Modification of CP

WEXL Royal Oak, Mich.—Mod. CP which authorized install new vertical ant. and mount FM ant. on AM tower, for extension of completion date.

WBBR Staten Island, N. Y.—Mod. CP as mod. which authorized increase power and install new trans. and DA-DN for extension of completion date.

WSOC Charlotte, N. C.—Mod. CP as mod. which authorized install new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

WMFR High Point, N. C.—Mod. CP as mod. which authorized make changes in vertical ant. and install FM ant., for extension of completion date.

AM—1220 kc

The Plains Bcstg. Co. Inc., Guymon, Okla.—CP new standard station 1220 kc 1 kw D.

License for CP

WISL Shamokin, Pa.—License to cover CP as mod. which authorized new standard station and change studio location and authority to determine operation power by direct measurement of ant. power.

WBIR Knoxville, Tenn.—License to cover CP as mod. which authorized install new vertical ant. and ground system and change trans. location.

Modification of CP

Citizen's Bcstg. Co., Abilene, Tex.—Mod. CP which authorized new standard station, for approval of ant. and translocation, change studio location and mount FM ant. on AM tower.

AM—650 kc

KRCT Goose Creek, Tex.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KLEE Houston, Tex.—License to cover CP as mod. which authorized new standard station and change studio location.

AM—1240 kc

Good Neighbor Bcstg. Co., San Antonio, Tex.—CP new standard station 1240 kc 250 w unl. (contingent on KMAC change in facilities).

License for CP

WKOW Madison, Wis.—License to cover CP as mod. which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WISC Madison, Wis.—Mod. CP which authorized new standard station, for extension of completion date.

AM—710 kc

KFBC Cheyenne, Wyo.—CP change frequency from 1240 to 710 kc, increase power from 250 w to 5 kw N 10 kw D, install new trans. and DA-DN and change trans location.

TV—192-198 mc

The Yankee Network Inc., Bridgeport, Conn.—CP new commercial television station on Channel 10, 192-198 mc, with ERP of vis. 38.25 mc and aur. 19.125 kw, unl.

TV—198-204 mc

Board of Regents, University System of Georgia for and on behalf of Georgia School of Technology, Atlanta, Ga.—CP new commercial television station on Channel 11, 198-204 mc with ERP of vis. 25.28 kw and aur. 12.6 kw and unl.

TV—76-82 mc

Independent Bcstg. Co., Des Moines, Iowa—CP new commercial television station on Channel 5, 76-82 mc, with ERP vis. 23.9 kw and aur. 12.6 kw and unl.

TV—82-88 mc

Picture Waves Inc., Columbus, O.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 18 kw and aur. 9 kw. AMENDED to designate studio and transmitter location.

TV—192-198 mc

Community Bcstg Co.—Toledo, O.—CP new commercial television station on Channel 10, 192-198 mc with ERP of vis. 24.5 kw and aur. 12.25 kw unl.

APPLICATION RETURNED

Modification of CP

WEBI WHEB Inc., Portsmouth, N. H. Mod. CP which authorized new ST station WEBI, to change power from 10 w to 5 w and to change type trans. RETURNED Jan. 29.

License Renewal

Experimental television relay broadcast applications for renewal of license filed by Television Productions, Inc., Los Angeles, for W6XLA W6XYZ.

KOBE Las Cruces, N. M.—License renewal AM station.

TENDERED FOR FILING

FM—100.7 mc

Elmer Lawrence Donze and Norbert Bernard Donze, partnership d/b as the Donze Co., Ste. Genevieve, Mo.—CP new FM station on 100.7 mc, ERP 2.9 kw.

Assignment of License

KRLN Canon City, Col.—Consent to assignment of license to Royal Gorge Bcstrs. Inc.

Modification of CP

WIVY Jacksonville, Fla.—Mod. CP to change trans. location and increase power from 250 w to 1 kw.

AM—1490 kc

Shelby Bcstg. Co., partnership of O. L. Parker and A. C. Childs, Center, Tex.—CP new standard station 1490 kc 250 w unl.

AM—1240 kc

WBAC Cleveland, Tenn.—CP change frequency from 1340 to 1240 kc, 250 w unl.

AM—1370 kc

William Glenn Thomas d/b as Altamaha Bcstg. Co., Jesup, Ga.—CP new standard station 1370 kc 1 kw D.

Modification of CP

WMMI Marquette, Mich.—Mod. CP to change hours from D to unl., frequency from 970 to 1270 kc, power from 1 kw-D to 500 w-N 1 kw-D and install DA-N.

AM—1400 kc

Sandhills Bcstg. Corp., Alliance, Neb.—CP new standard station 1400 kc 250 w unl.

Transfer of Control

WHIT New Bern, N. C.—Consent to involuntary transfer of stock in licensee

(Continued on page 78)

Jack for John

SOMETIMES the necessities of life come high. Take for example the FCC standard which says, "Since an operator must be on duty during operation, suitable facilities for his welfare and comfort shall be provided." In the case of WHO-FM Des Moines, those "facilities," including toilet and lavatory in the Equitable Building transmitter installation, cost the station $2,167.22. An auxiliary pumping unit was required because of the height involved.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

• ENGLISH
• JEWISH
• ITALIAN

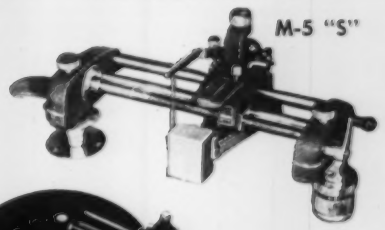
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA

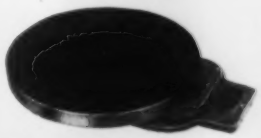
Send for WHO'S WHO Among Advertisers on WEVD

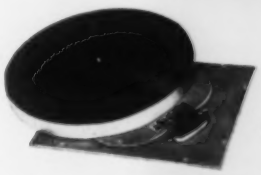
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y.19

REK-O-KUT

The Radio Station's Leading Source of Supply for **QUALITY** *Recording and Transcription Equipment*







M-5 "S"
MASTER-PRO OVERHEAD CUTTING MECHANISM

V-16
16" RECORDING TURNTABLE

G-2
TRANSCRIPTION TURNTABLE

T-12
DUAL-SPEED 12" TRANSCRIPTION TURNTABLE

C-7
CABINET CONSOLE-RECORD HOLDER

Illustrated literature available on any of these REK-O-KUT products.

Distributed by leading parts distributors and the Graybar Co.

REK-O-KUT COMPANY

38-01 QUEENS BOULEVARD
Long Island City 1, N. Y.

Export Division
MORHAN EXPORTING CORP.
458 Broadway, New York, N. Y.

CBC Board Okays Power Boost to 50 kw For CKAC, Acts on Other Applications

By JAMES MONTAGNES

RECOMMENDATION that a power increase to 50 kw be granted to a second independent Canadian station has been made by Canadian Broadcasting Corp. board of governors. Favorable action on the application of CKAC Montreal for such a boost was taken by the board at Ottawa Jan. 23.

In a statement released Jan. 26 the board said it "is of the opinion that the power increase proposed should result in CKAC regaining coverage lost by reason of power increases in other countries having priority of use of the channel (730 kc), and increasing signal intensities, particularly in the city of Montreal, where interference has gradually been increasing over a period of years."

There was no recommendation, however, for a temporary power increase by CKAC from present 5 kw to 10 kw. As a 50-kw station CKAC will continue to operate on 730 kc with directional antenna.

This power boost, and that of CFRB Toronto, to 50 kw, are reversals of earlier CBC stand to limit independent stations to 1 kw unless they were operating with more than this when CBC took control in Canada in November 1936. The reversal, it was explained, is due to action of last year's Parliamentary Radio Committee, which recommended power increases to limit of Havana Treaty. Independent Canadian stations have asked for this for years before various Parliamentary radio committees.

In addition to power boost for CKAC, the CBC board recommended a new AM station at Summerside, P.E.I., with 250 w on 1240 kc for Charles H. Llewellyn, and pointed out that present station at Sumerside, CHGS, 100 w on 1480 kc, would relinquish its license on March 31. New AM station also was recomended for Haileybury, Ont., with 1 kw on 910 kc. Applicant is T. A. McDonough, who also won CBC board approval for a 360-w FM station at Haileybury.

C. A. Pollock of Kitchener, Ont., was recommended for a 10-kw FM station. This represented first CBC board approval of FM application from a non-owner of an AM station.

License to operate an FM station was refused to Moncton Publishers Ltd., Moncton, N. B., on grounds that CKCW Moncton is establishing FM station there.

Dept. of National Defense was recommended for 100-w station at Churchill, Man. (west coast of Hudson Bay) to give service to military personnel in this isolated area.

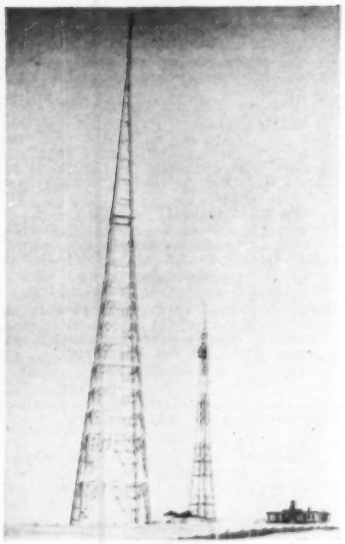
CHNS-FM was allowed a change in frequency from 92.3 mc to 96.1 mc. CFPL London, Ont., was granted FM license with 4.44 kw; CHUM Toronto, FM license with 3.2 kw; CJAD Montreal, FM license with 6.02 kw, and CFOS Owen Sound, FM license with 340 w.

CKRM Regina was granted permission to increase emergency transmitter power from 100 w to 1 kw. Emergency transmitter licenses were granted to CFCO Chatham, CHAB Moose Jaw and CFNB Fredericton.

CBC REPORTS $27,000 LOSS FOR FISCAL YEAR

A LOSS of $27,261 was reported for the fiscal year 1946-47 by Canadian Broadcasting Corp. in its annual report filed by Revenue Minister J. J. McCann in Parliament on Jan. 26. Despite increased revenue from listener license fees and commercial programs, CBC sustained loss.

Financial statement for period April 1, 1946, to March 31, 1947, shows revenues of $5,803,028, and expenditures of $5,830,289. Revenues were up $132,556 for license fees to $3,905,840, and up $116,017 on commercial broadcasting to $1,799,855. During the year "a substantial volume of business was refused" to keep "a reasonable balance between commercial and non-commercial programs."



New WTMJ-FM antenna at Richfield, Wis.

* * *

WTMJ-FM Makes Tests Of New 630-ft. Antenna

FIRST TESTS of WTMJ-FM Milwaukee's 630-ft. antenna near Richfield, Wis., 20 miles northwest of Milwaukee, have been made. The new 550-ft. tower plus 80-ft. antenna, which stands on a hill 500 feet high, is believed by station officials to be one of the loftiest FM antennas in the country.

FCC recently gave WTMJ-FM permission to put the new equipment in operation with present 3-kw transmitter pending arrival of a new RCA 50-kw transmitter. When the new equipment is installed, station expects to service an area within a radius of 90 miles in every direction. Under the old system the signal was beamed only over Milwaukee proper. When the new tower was placed in operation, frequency was changed from 92.3 to 93.3 megacycles. Station expects new equipment will cost total of $150,000.

WNBT New York, NBC video station has added Tuesday to its schedule with weekly series of wrestling bout telecasts.

'RATINGITIS' AFFLICTIN RADIO, DUNTON AVE

TOO MUCH VALUE is be placed on ratings, not enough p ple listen, there are not eno new program ideas, and there no immediate prospect for a slu in commercial broadcasting. Th were highlights of a talk by A. Dunton, chairman of CBC bo of governors, before the Adv tising and Sales Club of Toro Jan. 27 on "What's Ahead Radio?"

"Radio is suffering right n from an over-devotion to old p gram formulae. It comes in g part from too slavish worship ratings," Mr. Dunton told the a vertising executives. "Rating too often brings radio people ba to an old idea that they are su will get a fair percentage in li ings. It . . . also tends to bri about too great concentration one part of the public," he added

Mr. Dunton believes one radio's worries should be the pe ple who do not listen. "Overa listening figures look good in bulk he said, "but there are too ma people who have stopped listenin or just about stopped. Radio ca maintain and strengthen its ser ice and its hold on the public on by paying more attention to qua ity."

Regarding radio advertising, Mr Dunton said: "I don't see privat commercial broadcasting headi for a slide. But I feel there some place for caution in thinkin about expansion and multiplicati of operations and facilities."

KEX Plans on Increasing Power to 50 kw in Apri

OREGON'S first 50,000-w opera tion is nearing completion, as KE Portland has erected its third an final 450-foot Blaw-Knox towe which, with transmitter equipment will increase the station's powe to 50 kw.

KEX's increase from 5 kw to 5 kw is scheduled for early Apri according to C. S. Young, manage of the Portland Westinghouse sta tion.

KFMB sells SAN DIEGO ...better than ever!

Soon 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

WRBL

COLUMBUS • GEORGIA

NOW 5000 WATTS Day and Night

More *POWER-ful* than ever!

NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

Open Mike

(Continued from page 40)

any special class of citizens, broadcasters or otherwise, but to *all* citizens—to 140,000,000 Toms, Dicks and Harrys who have not been fortunate enough to wring a license out of FCC, as well as to the two or three thousand who have.

And what is true of these key network outlets is true of every station in the country.

The end result: A return to the anarchy of the airwaves of 1926, denunciation of all our international radio agreements, and two or three thousand broadcasters exchanging their best Sunday pants for a well-pressed barrel.

Edward J. Heffron
Media Director
National Conference of Christians and Jews,
New York

P. S. The only argument against this proposition that I can conceive is the unanimous holding of the Courts as expressed by the Supreme Court in *NBC* v. *US*—"The right of free speech does not include . . . the right to use the facilities of radio without a license." But this is in itself a holding that the First Amendment does not fully apply to broadcast speech, and is predicated on Commission action based on that principle, in execution of a Congressional mandate based on that principle (or at least so understood by the Commission and the Courts, and earlier acknowledged—though now denied—by the broadcasters). The Courts do not make laws, they only construe them. Change the thing construed and of course you change the construction. Change the basic philosophy of the Communications Act by establishing freedom to editorialize one-sidedly, or by emasculating regulation in the public interest, convenience or necessity, and you cut away the statutory basis of the aforesaid judicial decisions.

Hence those who now enjoy FCC license benefits will have no grounds for hoping that the courts will continue to protect their interests.

LISTENING IN N. Y.
About Third Higher Now Than Early in War, Says Pulse

THE AVERAGE listening in New York since the end of the war is about a third higher than in the early war years, according to The Pulse Inc., which reports the following average quarter-hour sets-in-use from 6 a.m. to midnight during the entire week in the New York area:

1942	17.9
1943	20.2
1944	21.7
1945	23.3
1946	24.1
1947	24.0

"It is too soon to predict whether listening will level off on the high 1946 and 1947 plateau," The Pulse states, "but it is unlikely that it will drop to the low levels of the early war years unless serious inroads are made by television and other competitive entertainment."

SECOND STUDY BY BMB HAS 590 SUBSCRIBERS

SUBSCRIPTIONS to Broadcast Measurement Bureau's second nationwide measurement of station and network audiences totaled 590 as of Feb. 1, BMB announced last week. Fifteen stations subscribed during January.

Hugh Feltis, BMB president, pointed out that while total subscriptions are still below the total for BMB's first survey, only 190 subscribers had been signed by Feb. 1, 1945. He predicted that if the present trend continues subscriptions for the forthcoming survey will far outweigh those for survey No. 1.

New subscribers not previously announced by BMB are WMMJ Peoria, Ill., WGAY Silver Spring, Md., KMHL Marshall, Minn., KWLM Willmar, Minn., WRRZ Clinton, N. C., WCBT Roanoke Rapids, N. C., WRRF Washington, N. C., KVOO Tulsa, Okla., WCRO Johnstown, Pa., KBKI Alice, Tex., KTSM El Paso, Tex., KGBS Harlingen, Tex., KTRH Houston, KVAN Vancouver, Wash., and KODI Cody, Wyo.

Pellegrin Resigns Position at NAB

Will Be President and General Manager of St. Louis Station

FRANK E. PELLEGRIN, NAB Director of Broadcast Advertising, has resigned to become part owner as well as president and general manager of a new daytime regional in St. Louis. Mr. Pellegrin leaves NAB March 1 to take over operation of the station, owned by Radio St. Louis Inc., which holds a CP on 690 kc and a Class B FM permit.

Mr. Pellegrin

At St. Louis he will be associated with James H. Grove, president of Grove Labs., heavy buyer of national radio time. Mr. Grove is chairman of the board of Radio St. Louis Inc. Application has been filed to change the structure of the concern from partnership to corporation, with Mr. Pellegrin having about a third interest.

Also associated with the firm will be Franklin C. Salisbury, Washington radio attorney, vice president and general counsel; E. W. Grove, vice president; E. E. Haverstick Jr., secretary-treasurer; member of Smith, Moore & Co., St. Louis investment firm.

Mr. Pellegrin will start from scratch in launching the new station, which was granted a CP last year. He had offered his resignation to President Justin Miller some time ago when a board member had objected to his participation in station operations while serving at NAB. He is part owner of WATO Oak Ridge, Tenn., and has been interested in Toledo and Detroit applications.

He joined NAB in 1941 as the association's first broadcast advertising director. In 1942 he entered the Army, serving until Sept. 17, 1945 when he was released from duty as a lieutenant colonel. He won the Bronze Star Medal and other awards for foreign service.

Upcoming

Feb. 16-17: Trans-Canada and Dominion networks conference with CBC, Toronto.
Feb. 16: NAB Radio News Clinic, Daniel Boone Hotel, Charleston, W. Va.
Feb. 17: NAB Radio News Clinic, John Marshall Hotel, Richmond, Va.
Feb. 18: NAB Radio News Clinic, Hotel Charlotte, Charlotte, N. C.
Feb. 20: BMB Annnual Board Meeting, BMB Hdqrs., New York.
Feb. 23-24: Western stations Trans-Canada and Dominion networks meet with CBC, Hotel Palliser, Calgary, Alta.
Feb. 24-26: NAB Board of Directors, The Homestead, Hot Springs, Va.
Feb. 26-March 2: Annual Radio Conference, U. of Oklahoma, Norman and Oklahoma City.
Feb. 27-28: AWB 12th District meeting, Biltmore Hotel, Oklahoma City.
March 1: FCC hearing on the right of stations to editorialize, FCC Hdqrs., Washington.

Our Spots
Make YOUR Sales
Audition 'em and you'll sell a flock of spots.
• **USED CARS:** Uncertain buyers produce uncertain sales. But your local used car dealers can insure sales results with Ed East's used car spots.
• **MARKETS:** Competition is the major factor determining sales success. By asserting the personality of one of your local markets you can stabilize its owner's sales.
• **DAIRIES:** Quality and cleanliness are prime factors in a consumer's patronage of a dairy. With Ed East's dairy spots you can establish quality for your dairy advertiser.
• **LAUNDRIES:** Here's the laundry's answer to the competition of home appliances and those ever-increasing 25c machines.
• **DRY CLEANERS:** Re-establish the customers' confidence and the fact that his cleaner "cleans it best".
Write, Wire or Phone
$2 Returnable Deposit on Each Disc
RADIO'S FINEST SPOT SERVICE
Ed East
Creative Recorded Spots
910 Taft Bldg., • Hollywood and Vine
Hollywood 28, California
Phone: Gladstone 3352

FIRST... WHERE THERE'S MOST!
WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI
The value of Mississippi's tung nut crop has skyrocketed from $19,000 in 1939 to $2,000,000 in 1947. Mississippi leads the nation with two-fifths of all tung nut production.
5000 - DAY
1000 - NIGHT
18 YEARS' LEADERSHIP
Represented Nationally by the George P. Hollingbery Co.

In Utah -
— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the *popular* station.
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative:
John Blair & Co.

FCC Actions

(*Continued from page 75*)

Applications Cont.:

Corporation from Philip Howard, deceased, to Louis N. Howard and Ellis H. Howard.

Assignment of License

WNEL San Juan, P. R.—Consent to assignment of license of AM station and pending application for remote pickup to Station WMEL Corp.

Transfer of Control

WEAM Arlington, Va.—Consent to transfer of control of licensee of WEAM standard and permittee of WEAM-FM from J. Maynard Magruder, William S. Banks, Samuel F. Roth, Harold G. Hernly, George H. Werner, Thomas J. Broyhill and Howard Stanley to Harold H. Thoms and Meredith S. Thoms.

Assignment of License

WTIP Charleston, W. Va.—Consent to assignment of license of WTIP to Chemical City Bcstg. Co. Corp.

February 4 Decisions . . .

BY THE SECRETARY

WKAB Mobile, Ala.—Granted license for new station and change studio location 840 kc 1 kw D.

WLOU Louisville, Ky.—Granted mod. CP for approval of ant., trans. and studio locations.

Granted renewal of following remote pickup station licenses, subject to changes in frequency which may result from proceeding in Docket 6651: WEGD WEGE WKRB American Bcstg. Corp., area Lexington, Ky.; WKPL WKQE Farnsworth Television and Radio Corp., area Ft. Wayne, Ind.; KAOV KEGD, KRIC Inc., area Beaumont, Tex.; WMFZ, WCBS Inc., Springfield, Ill.; WLIR, WFAM Inc., area Lafayette, Ind.

WMWB Port Huron Bcstg. Co., area Port Huron, Mich.—Granted further extension of license upon temp. basis only, pending determination upon application for renewal of license in no event later than June 1, 1948.

Following were granted extension of completion dates as shown: WSLB-FM Ogdensburg, N. Y., to 5-19-48; KFMJ-FM Tulsa, Okla., to 4-11-48; KRE-FM Berkeley, Calif., to 5-16-48; WKJG-FM Ft. Wayne, Ind., to 4-30-48; KFAB-FM Lincoln, Neb., to 8-18-48; WVOP Portsmouth, Va., to 5-25-48; WBOE Cleveland, to 4-29-48.

WJNC Jacksonville, N. C.—Granted CP install new trans.

WCHV Charlottesville, Va.—Granted CP make changes in vertical ant., change trans. and studio locations.

WGR Buffalo, N. Y.—Granted extension of completion date to 5-18-48.

WTWS Clearfield, Pa.—Granted extension of completion date to 4-24-48.

KFPW Ft. Smith, Ark.—Granted mod. CP to extend completion date to 8-15-48.

WTBC Tuscaloosa, Ala. — Granted mod. CP to extend commencement and completion dates to 4-15-48 and 10-15-48 respectively.

WXGI Richmond, Va.—Granted license for new station 740 kc 1 kw D.

WCCC Hartford, Conn.—Granted license for new station and specify studio location, 1290 kc 500 w D.

WLOH Princeton, W. Va.—Granted license for new station 1490 kc 250 w uni.

WSKB McComb, Miss.—Granted mod. CP to change trans. location and for extension of commencement and completion dates to 60 days after grant and 180 days thereafter.

WKOY Bluefield, W. Va.—Granted mod. CP for approval of ant. and trans. location.

W3XBR Lancaster, Pa.—Granted mod. CP to change power from 500 w to 250 w, make changes in equipment and ant. system; completion date to be 6 mo. from date of grant.

Following were granted extension of completion dates as shown: WCAR Pontiac, Mich., to 7-1-48; KXLL Missoula, Mont., to 2-25-48; KYSM Mankato, Minn., to 5-1-48; KGA Spokane, Wash., to 4-20-48; WBBB Burlington, N. C., to 5-1-48; WOI-TV Ames, Iowa, to 8-13-48; WSFL Springfield, Mass., to 5-12-48; WQAM-FM Miami, Fla., to 8-16-48; WASH Washington, D. C., to 8-3-48.

WJPG Green Bay, Wis.—Granted license for new station 810 kc 1 kw D.

WWST Wooster, Ohio—Granted license for new station 960 kc 500 w D.

WAVL Apollo, Pa.—Granted license for new station 910 kc 1 kw D.

WNAB Bridgeport, Conn. — Granted CP change type trans.

WTCO Campbellsville, Ky.—Granted mod. CP to make changes in trans. and approval of ant. and trans. location.

Following were granted extension of completion dates as shown: WJRD Tuscaloosa, Ala., to 6-29-48; WKBB Dubuque, Iowa, to 2-15-48; WONO Oneonta, N. Y., to 4-1-48; WGBS Miami, Fla., to 8-20-48; WSLB Ogdensburg, N. Y., to 6-1-48; WFIL Philadelphia, to 3-1-48; WPRP Ponce, P. R., to 2-29-48; W9XKY Milwaukee, Wis., to 8-20-48; W6XAO Don Lee Bcstg. System, to 8-13-48; WIBM-FM Jackson, Mich., to 5-5-48; KWNO-FM Winona, Minn., to 4-1-48.

Federal Telecommunication Labs., Nutley, N. J.—Granted CP new exp. television station; 198-204 mc, power vis. 1 kw, aur. 500 w.

WPIC-FM Sharon, Pa.—Granted license for new station.

WBNY-FM Buffalo, N. Y.—Same.

KOCS-FM Ontario, Calif.—Same.

WJMS Ironwood, Mich. — Granted mod. CP install new trans. and make changes in ground system.

WHIN Gallatin, Tenn.—Granted mod. CP for approval of ant., trans. and studio locations.

KSEL Lubbock, Tex.—Granted license for increase power, change hours, install DA-N and mount FM ant. on top of AM tower.

KRKL Kirkland, Wash. — Granted mod. CP to change type trans. and make changes in vertical ant.

WBMD Baltimore, Md.—Granted license for new station and change studio location, 750 kc 1 kw D.

Following were granted extension of completion dates as shown: KWHN-FM Ft. Smith, Ark., to 4-10-48; WRVB Richmond, Va., to 4-20-48; WVNA Indianapolis, Ind., to 5-12-48; WHBS-FM Huntsville, Ala., to 3-15-48; WMBH-FM Joplin, Mo., to 4-11-48; WDBQ Dubuque, Iowa, to 2-29-48; WJHP-FM Jacksonville, Fla., to 8-18-48; KYSM-FM Mankato, Minn., to 5-1-48; WFPG-FM Atlantic City, N. J., to 5-23-48; KTTV Los Angeles, to 8-20-48; KFI-TV Los Angeles, to 7-1-48; WBKB Chicago, to 8-15-48.

Granted temporary extensions of following exp. television station licenses for 30 days, pending receipt of renewal applications and processing thereof: W9XUI State U. of Iowa, Iowa City; W6XLA and W6XYZ, Television Productions Inc., Los Angeles.

ACTIONS ON MOTIONS

(By Commissioner Walker)

Valverde Bcstg. Co., Oxnard, Calif.—Granted petition to dismiss without prejudice application for CP, on cond. that petitioner file within 15 days proper affidavit with respect to consideration pursuant to Sec. 1.366 of rules, contents of which shall entitle petitioner to dismissal without prejudice. Commission further ordered that application of Pleasant Valley Bcstg. Co. be removed from hearing docket.

Walter L. Read, Petaluma, Calif.—Denied petition for 60 day continuance of hearing; on Commission's own motion continued said consolidated hearing to March 1 and 2 at Petaluma, Calif. and March 3 at Pittsburg, Calif.

WTAX Blackhawk Bcstg. Co., Sterling, Ill., and Springfield, Ill.—Continued consolidated hearing to Feb. 20.

WLEU Erie, Pa., Civic Bcstrs. Inc., Cleveland, and WERC Erie, Pa.—Continued consolidated hearing to March 8.

Grand Haven Bcstg. Co., Grand Haven, Mich.—Granted petition to take deposition of Edward M. Baas in proceeding on its application.

Inland Bcstg. Corp., Charles City, Iowa—Granted petition to amend application to show withdrawal of Clair R. and Amalia S. Miller as officers and directors of corporation and as stockholders and subscribers to stock, accepted said amendment, and removed application from hearing docket.

Albert Alvin Almada, Sacramento, and Turlock Bcstg. Group, Turlock, Calif.—Granted petition to dismiss without prejudice its application for CP; further ordered that application of Turlock Bcstg. Group be removed from hearing docket.

WMUS Muskegon, Mich.—Granted petition requesting that word "legal" be deleted from Issue No. 1 contained in order of Commission which designated application for consolidated hearing, insofar as it relates to WMUS application.

Tri-County Bcstg. Co., Luling, Tex.—Granted petition to dismiss without prejudice application for CP.

Inland Bcstg. Corp., Charles City, Iowa—Granted petition to accept late its written appearance in proceeding on its application.

Empire Coil Co. Inc., The Fairfield Bcstg. Co., and Harold Thomas, Waterbury, Conn.—Granted joint petition for continuance of hearing on TV applications; continued hearing to March 15, to be held at Washington, D. C.

Beacon Bcstg. Co. Inc., Boston—Granted petition for leave to amend application to add supplemental financial information regarding certain of its stockholders; accepted amendment filed with petition.

KWAT Watertown, S. D.—Granted petition to take depositions in proceeding on its application but limited to 25 persons instead of 35 as requested.

WHAS Inc. and WAVE Inc., Louisville, Ky.—Granted petition to dismiss without prejudice application for CP; further ordered that application of WAVE Inc. be removed from hearing docket.

Northwestern Theological Seminary and Bible Training School, Minneapolis—Granted petition to continue hearing on applications; hearing continued to Feb. 25.

Haygood S. Bowden, Camden, S. C.—Granted petition for leave to amend application to request 1590 kc 1 kw D in lieu of 690 kc 250 w D; accepted amendment and removed application from hearing docket.

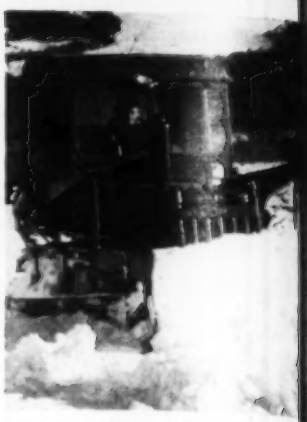
Northwest Public Services, Kelso, Wash.—Granted petition to accept late its written appearance in proceeding in Docket 8686.

Valverde Bcstg. Co., Oxnard, Calif.—Action on petition for continuance of hearing on application and application of Pleasant Valley Bcstg. Co., Oxnard, Calif. was passed over at request of petitioner's counsel.

Centinela Valley Bcstg. Co., Inglewood, Calif.—Granted petition for leave to amend application to add supplemental technical data; accepted said amendment.

School of Radio Arts, Beverly Hills, Calif.—Granted petition for leave to amend its application to add supplemental technical data; accepted said amendment.

Whittier Bcstg. Assoc., Whittier, Calif.—Dismissed petition for leave to amend application to add as exhibits copies of seven letters, submitted



TRACTOR-PLOW purchased recently by WHYN-FM Holyoke, Mass., is shown taking Charles Tamm, station's transmitter engineer, to his job at the transmitter house atop Mt. Tom which WHYN-FM shares with two other Massachusetts FM stations, WMAS-FM Springfield and WACE-FM Chicopee. Mr. Tamm turned to this reliable means of transportation following the heavy snowstorms in New England.

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW!

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

14.1

IN NEW ORLEANS

(HOOPER—DEC.-APRIL, 1946-47)

Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE

FREDERIC W ZIV COMPANY

Radio Productions

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NBC IN THE PACIFIC SINCE 1931

KGU HONOLULU

More than a Quarter Century of Continuous Broadcasting Service

HAWAII'S FIRST STATION

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multaneously with petition, addressed to Commission by persons endorsing said application; further ordered that original and/or copies of letters tendered with instant petition which have been heretofore received by Commission shall be associated with application in Docket 8720.

The Fairfield Bcstg. Co., Waterbury, Conn.—Granted petition for leave to amend application to supply revised engineering information; accepted said amendment.

San Gabriel Valley Bcstg. Co., Monrovia, Calif.—Granted petition to dismiss without prejudice its application; dismissed without prejudice to reinstatement pursuant to provisions of Section 1.365(c) of Commission rules.

Santa Monica Bcstg. Co., Santa Monica, Calif.—Granted petition to dismiss without prejudice its application.

California Bcstg. Co., Santa Monica, Calif.—Granted petition for leave to amend application to request Class B FM frequency (Channel 230, 93.9 mc) in lieu Class A frequency; accepted said amendment and removed application from hearing docket.

Hanna Bcstg. Co., Utica, N. Y.—Granted petition for leave to amend application to change status of applicant from partnership to corporation, H.T.K. Corp.; accepted said amendment.

Niagara Bcstg. System, Niagara Falls, N. Y.—Denied petition for leave to amend its application, enlarge issues and consolidate for hearing with Docket Nos. 8223 8224 8225 8495.

Cumberland Pub. Co., Pikesville, Ky.—Granted petition for leave to amend application to specify 900 kc 1 kw D in lieu 1240 kc 250 w unl.; accepted said amendment and removed application from hearing docket.

Lakes Area Bcstg. Co., Pryor, Okla.—Granted petition for leave to amend application to specify 1100 kc 250 w D in lieu 990 kc 250 w D; accepted said amendment and removed application from hearing docket.

KTKC Visalia, and KFRE Fresno, Calif.—Granted joint petition for continuance of hearing on applications; continued hearing to March 2.

The Four States Bcstg. Co. Inc., Hagerstown, Md.—On Commission's own motion, and with consent of counsel for applicant, continued hearing on application to Feb. 26.

KTSW Emporia, Kan.—Granted in part petition for continuance of hearing on proceeding on order to show cause; continued hearing to March 24.

Frequency Bcstg. System Inc., Shreveport, La.—Granted petition for continuance of hearing on application; continued to April 1.

Parish Bcstg. Corp., Minden, La.—Granted petition for continuance of hearing on application; continued to April 2.

February 4 Applications . . .

ACCEPTED FOR FILING

AM—1410 kc

KERN Bakersfield, Calif.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KVEC San Luis Obispo, Calif.—License to cover CP which authorized install new trans.

WOKZ Alton, Ill.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

WGEM Quincy, Ill.—License to cover CP, as mod., which authorized new standard station and specify location.

WKJG Fort Wayne, Ind.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WTCJ Tell City, Ind.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WNYB Kenmore, N. Y.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WITA San Juan, P. R.—Mod. CP, as mod., which authorized new standard station to change type trans.

License for CP

WITA San Juan, P. R.—License to cover CP, as mod., which authorized new standard station.

WHAW Weston, W. Va.—License to cover CP which authorized new standard station and change studio location.

Modification of CP

KVRE Redding, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

WINX-FM Washington, D. C.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WBOW-FM Terre Haute, Ind.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KSO-FM Des Moines, Iowa—Mod. CP, as mod., which authorized new FM station to change ERP to 239.4 kw, ant. height above average terrain to 494 ft.; make changes in ant. system and change commencement and completion dates.

WTPS-FM New Orleans—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WBSM New Bedford, Mass.—Mod. CP which authorized new FM station, for extension of completion date.

WJDX-FM Jackson, Miss.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—100.7 mc

The Donze Co., Ste. Genevieve, Mo.—CP new FM station (Class B) on Channel 264, 100.7 mc, ERP 2.93 kw.

Modification of CP

WCAE-FM Pittsburgh—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

KURV-FM Edinburg, Tex.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

KWFT-FM Wichita Falls, Tex.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WRAI Wausau, Wis.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

TV—82-88 mc

McKinnon Publications Inc., San Diego, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 20 kw, aur. 10 kw unl.

TV—76-82 mc

KCMO Bcstg. Co., Kansas City, Mo.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. and aur. 18.1 kw unl.

TV—76-82 mc

New England Television Co. Inc., Worcester, Mass.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 18 kw, aur. 9 kw unl.

TV—186-192 mc

Midland Bcstg. Co., Kansas City, Mo.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 20.8 kw, aur. 10.4 kw unl.

TV—174-180 mc

The St. Louis U., St. Louis—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 22.192 kw, aur. 15.4 kw. unl.

TV—198-204 mc

Unity Corp. Inc., Toledo, Ohio—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. and aur. 2.38 kw unl.

TV—210-216 mc

Mansfield Radio Co., Youngstown, Ohio—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 20 kw, aur. 10 kw unl.

TV—192-198 mc

WCAE Inc., Pittsburgh—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 23 kw, aur. 12 kw unl.

Modification of CP

WHEB Inc., Portsmouth, N. H.—Mod. CP which authorized new ST station WEBI to change power from 10 w to 5 w and to change type trans.

KOKH Oklahoma City—Mod. CP, as mod., which authorized new noncommercial educational station for extension of completion date. Also mod. CP, as mod., which authorized new noncommercial educational station to specify studio location, change trans. site, make changes in ant. system and change commencement and completion dates.

Never Right

USUALLY the Canadian Broadcasting Corp. gets rapped over the knuckles by opposition political parties for allegedly favoring the federal government too much in its newscasts. But at the Winnipeg convention of the Liberal-Progressive Assn. of Manitoba, President J. R. Rowe stated that CBC is a "diabolical and persistent offender," broadcasting news "hostile to the government at Ottawa." He accused the CBC news-gathering and broadcasting facilities of "countless instances of slanting news."

License Renewal

Application for renewal of experimental television broadcast license filed by State U. of Iowa, Iowa City, for W9XUI.

TENDERED FOR FILING

Assignment of CP

KNGS Hanford, Calif.—Consent to assignment of CP to Stanley S. Beaubaire and Samuel M. Beaubaire d b as Hanford Pub. Co.

AM—1340 kc

Antelope Bcstg. Co. Inc., Lancaster, Calif.—CP new standard station 1340 kc 250 w unl.

Transfer of Control

WFTL Fort Lauderdale, Fla.—Consent to transfer of control from Gene T. Dyer, Evelyn M. Dyer, Dwight L. Rogers and Reginald B. Martin to Gore Pub. Co.

KTSW Emporia, Kan.—Consent to transfer of control from J. J. Hovorka, Ike Newton, J. J. Kowalski and J. Nelson Rupard to R. J. Laubengayer, John P. Harris, Sidney F. Harris, Betty Lee Dieter, Barbara A. McDonald and Wendell Elliott.

Modification of CP

WTTH Port Huron, Mich.—Mod. CP to change hours from D to unl., frequency from 1360 to 1380 kc, power from 1 kw D to 1 kw unl. and install DA-DN.

AM—630 kc

KOH Reno, Nev.—Application to mod. DA system, using 5 kw on 630 kc un.. and DA-N.

AM—1490 kc

Leader Pub. Co., Guthrie, Okla.—CP new standard station 1490 kc 250 w unl.

TV—204-210 mc

The Valley Bcstg. Co., Steubenville, Ohio—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 25.7 kw aur. 12.86 kw.

Modification of CP

WJAR-TV Providence, R. I.—Mod. CP to change trans. location, ERP to vis. 30 kw, aur. 15 kw, change type trans. and make changes in ant.

(Continued on page 80)

LOOK
WHAT HAPPENED TO
*Coca-Cola
WJW
• We quote! "WJW did what we think is a truly amazing job. In the four weeks of our Christmas air-activity, WJW pulled more than 22,000 letters!"
If you want results comparable to these . . . look to CLEVELAND'S CHIEF STATION in the great Cleveland market.
*Coca-Cola
A HAPPY SPONSOR
WJW
BASIC
ABC Network
CLEVELAND
850 KC
5000 Watts

FCC Actions

(Continued from page 79)

Applications Cont.:

APPLICATION RETURNED

Modification of CP

KVOX Moorehead, Minn.—Mod. CP, as mod., which authorized changes in vertical ant. and to mount FM ant. on AM tower, for extension of commencement and completion dates. RETURNED Feb. 2, incomplete.

February 5 Decisions . . .

BY COMMISSION EN BANC

FM Conditional Grant

Chambersburg Bcstg. Co. Inc., Chambersburg, Pa.—Authorized conditional grant for Class A station; proposed Channel 240 (95.5 mc), subject to further review and approval of engineering details.

Designated Hearing

Radio Station WAIT Chicago; Metropolitan Radio Corp. of Chicago; Lake Shore Bcstg. Co., Evanston, Ill., and Lewis College of Science & Technology, Chicago.—Designated for consolidated hearing applications for Class B FM stations in Chicago area.

Name Changed

Bethesda Bcstg Assn., Minneapolis—Granted reissuance of cond. grant authorized July 24, 1947, to chaige name from Bethesda Free Church of Minneapolis to Bethesda Bcstg. Assn.

Whittier Bcstg. Assoc., Whittier, Calif.—Dismissed without prejudice application for Class A FM station.

February 5 Applications . . .

ACCEPTED FOR FILING

AM—1470 kc

D. O. Kinnie, Coalinga, Calif.—CP new standard station 1470 kc 250 w D. AMENDED to change power from 250 w D to 500 w D and change type trans.

AM—900 kc

William & Lee A. Odessky, Los Angeles—CP new standard station 680 kc 100 w D. AMENDED to change frequency from 680 to 900 kc, power from 100 w D to 250 w D; and to specify trans. location.

Modification of CP

WIVY Jacksonville, Fla.—Mod. CP which authorized new standard station to change power from 250 w to 1 kw, change type trans., change trans. location and for extension of commencement and completion dates.

AM—1370 kc

Altomaha Bcstg. Co., Jesup, Ga.—CP new standard station 1370 kc 1 kw-D.

Modification of CP

WTPS New Orleans—Mod. CP as mod. which authorized new standard station to change hours from D to unl., change power from 1 kw-D to 500 w-N 1 kw-D and install DA-N, and for extension of completion date. AMENDED to make changes in DA.

WMMI Marquette, Mich.—Mod. CP as mod. which authorized new standard station to change frequency from 970 to 1270 kc, change hours from D to unl., increase power from 1 kw-D to 500 w-N 1 kw-D, install DA-N and change studio location and extend commencement and completion dates.

License for CP

KBZY Grand Rapids, Minn.—License to cover CP as mod. which authorized new standard station and specify studio location.

Assignment of License

WCJU Columbia, Miss.—Voluntary assignment of license from Lester Williams to WCJU Inc.

AM—1400 kc

Sandhills Bcstg. Corp., Alliance, Nebr.—CP new standard station 1400 kc 250 w unl.

Transfer of Control

WHIT New Bern, N. C.—Involuntary transfer of control of licensee corporation from Philip Howard, deceased, to Louis N. Howard and Ellis H. Howard.

AM—730 kc

Ohio-Michigan Bcstg. Corp., Toledo, Ohio—CP new standard station 980 kc 5 kw DA-N unl. AMENDED to change frequency from 980 to 730 kc; power from 5 kw to 250 w-D, non-DA, hours from unl. to D; change type trans. and change trans. location.

Modification of CP

Frank R. Smith Jr., Beaver Falls, Pa.—Mod. CP which authorized new standard station, to change type trans. and for approval of ant. and trans. location.

WEMB San Juan, P. R.—Mod. CP as mod. which authorized new standard station, to change frequency from 1320 to 1190 kc, increase power from 5 kw to 10 kw and install DA-N. AMENDED to change type trans.

AM—1240 kc

WBAC Cleveland, Tenn.—CP change frequency from 1340 to 1240 kc and to make changes in trans.

AM—1490 kc

Shelby Bcstg. Co., Center, Tex.—CP new standard station 1490 kc 250 w unl.

Modification of CP

KXIT Dalhart, Tex.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

Apple-Land Bcstrs. Inc., Wenatchee, Wash.—Mod. CP which authorized new standard station, for approval of ant., change type trans. and for approval of trans. and studio locations.

WHIS Bluefield, W. Va.—Mod. CP as mod. which authorized increase power, install new trans. and DA-N, to change type trans.

WMAQ-FM Chicago—Mod. CP as mod. which authorized new FM station to change ant. height above average terrain to 610 ft.; make changes in ant. and change completion date.

License for CP

WJEJ-FM Hagerstown, Md.—License to cover CP as mod. which authorized new FM station.

TV—186-192 mc

Northwest Bcstg. Co., Minneapolis—CP new commercial television station Channel 9, 186-192 mc, ERP vis. 31 kw, aur. 15.5 kw unl.

TENDERED FOR FILING

Assignment of CP

WXNJ Somerset County, N. J.—Consent to assignment of CP of FM station to WXNJ Inc.

W S R S and W S R S - F M Cleveland Heights, Ohio—Consent to assignment of CP's of standard and FM stations to WSRS Inc.

Transfer of Control

WLBG Laurens, S. C.—Consent to transfer of control of permittee corporation from L. C. Barksdale, H. D. Gray, L. G. Balle, W. C. Barksdale, E. D. Easterby, R. H. Roper and C. P. Roper to James C. Todd.

Modification of DA

WMC Memphis, Tenn.—Mod. DA to support ant. for television operation.

Transfer of Stock

KVET Austin, Tex.—Consent to transfer of 50% of stock owned by Merrill L. Connally in licensee corporation to John B. Connally Jr.

TV—180-186 mc

Fall River Herald News Pub. Co., Fall River, Mass.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 1 kw, aur. 500 w.

Modification of CP

WNDB-FM Daytona Beach, Fla.—Mod. CP to move trans.

Hearings Before FCC . . .

FEBRUARY 9

AM—Hearing

Metropolitan Houston Bcstg. Co., Houston, Tex.—CP 1060 kc 1 kw-N 5 kw-D DA unl.

AM—Hearing

KSTT Davenport, Iowa—CP 1170 kc 1 kw DA unl.
Parties respondent: KVOO Tulsa, Okla.; WWVA Wheeling, W. Va.

AM—Hearing

WLEU Erie, Pa.—CP 1260 kc 1 kw-N 5 kw-D unl. DA-N.

WERC Erie, Pa.—Order to show cause.

The Civic Bcstrs Inc., Cleveland—CP 1260 kc 5 kw DA-2 unl.
Intervenor: The Yankee Network Inc.

AM—Hearing

Surety Bcstg. Co., Charlotte, N. C.—CP 930 kc 1 kw-N 5 kw-D unl. DA-N.

AM Further Hearing

Grand Haven Bcstg. Co., Grand Haven, Mich.—CP 1490 kc 250 w unl.

WMUS Muskegon, Mich.—CP 1490 kc 250 w unl.

FEBRUARY 9-10

AM—Hearing

Batesville Bcstg. Co. Inc., Batesville, Ark.—CP 1340 kc 250 w unl.

White River Valley Bcstrs. Inc., Batesville, Ark.—CP 1340 kc 250 w unl.
To be held in Court Room, Federal Bldg., at Batesville, 10 a.m.

AM—Hearing

Erie Bcstg. Corp., Buffalo, N. Y.—CP 1230 kc 250 w unl.

Concord Bcstg. Corp., Niagara Falls, N. Y.—CP 1230 kc 250 w unl.
Intervenor: WERC Erie, Pa.
To be held in Court Room, Federal Bldg., Buffalo, Feb. 9, 10 a.m.; and in City Council Chambers, Niagara Falls, Feb. 10, 10 a.m.

FEBRUARY 10

Public Interest Bcstrs, Madera, Calif.—CP 1230 kc 250 w unl.

San Joaquin Bcstrs., Fresno, Calif.—CP 1230 kc 100 w unl.

KRDU Dinuba, Calif.—CP 1240 kc 250 w unl.
Intervenor: KWG Sacramento, Calif.
To be held in Post Office Bldg., at Madera on Feb. 10; at City Hall, Fresno, Feb. 11 and at City Court Office at Dinuba, Feb. 12, 10 a.m.

AM—Further Hearing

Granite City Bcstg. Co., St. Cloud, Minn.—CP 1240 kc 250 w unl.

St. Cloud Bcstg. Co., St. Cloud, Minn.—CP 1240 kc 250 w unl.

AM—Hearing

Charles Wilbur Lamar Jr., Morgan City, La.—CP 980 kc 250 w unl.

AM—Hearing

Rochester Bcstg. Co., Rochester, Minn.—CP 970 kc 1 kw DA unl.
Party respondent: WHA Madison, Wisc.

AM—Hearing

Capitol Bcstg. Co., Trenton, N. J.—CP 1260 kc 1 kw unl.

WSWZ Inc., Trenton, N. J.—CP 1260 kc 5 kw DA unl.

Other participants: WNDR Syracuse, N. Y., intervenor; WNAC Boston, intervenor; WCAU Philadelphia, Pa., intervenor; WHOL Allentown, Pa., intervenor; WERC Erie, Pa., intervenor; WOV New York, N. Y., party respondent; WHBI Newark, N. J., party respondent.

AM—Hearing

Jorama-Fer Radio Corp., Caguas, P. R.—CP 1240 kc 250 w unl.

Caguas Radio Bcstg. Inc., Caguas, P. R.—CP 1230 kc 250 w unl.

AM—Further Hearing

WBAL Baltimore—Renewal of license.

Public Service Radio Corp., Baltimore—CP 1090 kc 50 kw unl.

FEBRUARY 11-13

AM—Hearing

Niagara Bcstg. System, Niagara Falls, N. Y.—CP 1340 kc 250 w unl.

Lockport Union-Sun and Journal Inc., Lockport, N. Y.—CP 1340 kc 250 w unl.

Great Lakes System Inc., Buffalo, N. Y.—CP 1340 kc 250 w unl.
To be held in City Council Chambers at Niagara Falls, Feb. 11; in Court Room, Federal Bldg., at Lockport, Feb. 12; in Court Room, Federal Bldg., at Buffalo, Feb. 13.

FEBRUARY 13

AM—Further Hearing

Alexandria Bcstg. Corp., Alexandria, Minn.—CP 1490 kc 250 w unl.

Alexandria Radio Corp., Alexandria, Minn.—CP 1490 kc 250 w unl.

AM—Hearing

Model City Bcstg. Co. Inc., Anniston, Ala.—CP 1390 kc 1 kw unl. DA.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,555 licensed, 413 construction permits, 267 applications in pending file, 356 applications in hearing; FM—95 licensed, 226 conditional grants, 738 CPs (of which 309 are on air under special temporary authority) 61 applications pending, 52 applications in hearing; television—seven licensed, 78 CPs (of which 12 are on air), 109 applications pending of which 61 are in hearing.

WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

710 KC
KURV
EDINBURG-TEXAS
KURV-FM, COMING
Covering a METROPOLITAN AREA AT A SUBURBAN RATE with
"ASK FORJOE"
NEWS-MUSIC-AGRICULTURAL PROGRAMS
BUILT FOR RIO GRANDE VALLEY LISTENERS
LOUIS AIKEN, JR., General Manager

CRIME SHOWS EFFECT CAN BE GOOD--HOOVER

CRITICS of radio crime programs were told this week by FBI Director J. Edgar Hoover that the programs "can be a potent aid in fighting juvenile delinquency," if restrained presentation is practiced.

In a statement prepared for the United Press and issued Feb. 2 the nation's number 1 G-Man said that "considerable sentiment" had been expressed that crime programs should be taken off the air because by "the power of suggestion, they propel youngsters into lawlessness."

Juvenile delinquency, the FBI chief pointed out, existed before radio programs "and it is fallacious to attribute one to the other merely because they now are coexistent."

Mr. Hoover said "a harmful effect on receptive young minds" may result from improperly and unintelligently prepared presentations. "However," Director Hoover continued, "broadcasting should not be discarded as a potent preventive weapon against crime just because some writers and producers fail to give their programs proper thought and careful treatment."

No Date Set

NO DATE has been set yet for the voluntary censorship meeting planned by Defense Secretary James Forrestal [BROADCASITNG, Jan. 26], Capt. Robert Berry, assistant to the Secretary, said last Thursday. "There will probably be no meeting for three or four weeks," said Capt. Berry. "The Secretary is suggesting the plan because he feels it is his duty to afford information media the opportunity to have a guidance agency. It is no more than that," he added. "And if the representatives of the information media—radio, newspapers, magazines, newsreels—do not want a voluntary censorship agency, the plan will be abandoned. We are merely offering the service."

Represented Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

AM GRANTS

2 New Daytimers Get FCC Okay

TWO NEW daytime only stations and improved assignments for three existing outlets were approved last week by FCC. Consent also was granted for deletion of two daytime operations.

El Reno Broadcasting Co., El Reno, Okla., was granted 500 w daytime on 1590 kc while Gifford Phillips, owner KGHF Pueblo, Col., was awarded 1 kw daytime on 1430 kc at Denver.

KFLW Klamath Falls, Ore., was granted change from 1450 kc to 1240 kc, contingent upon KFJI that city moving to 1150 kc. KFLW is assigned 250 w fulltime. WKJB Mayaguez, P. R., was authorized to switch from 250 w on 1340 kc to 1 kw on 710 kc, directional fulltime, and WPPA Pottsville, Pa., was granted power boost from 500 w to 1 kw on 1360 kc, fulltime.

KAWM Topeka, Kan., owned by KAW Broadcasting Inc., was granted request to delete its construction permit for 500 w daytime on 1560 kc and WFRB Utica, N. J., owned by Richard H. Balch, gave up permit for 250 w daytime on 900 kc.

KAWM, granted February 1947, stated after receipt of its grant new regional outlet KJAY was approved, move of regional WREN from Lawrence to Topeka was granted and fulltime local outlet KTOP was authorized. Regional WIBW has been operating there since 1924. Topeka population is about 68,000. KAWM principals: E. H. Hatcher, J. A. Costelow, J. S. Parker and L. E. Fisk, each 22.5%, and P. L. Thatcher, 11.3%.

Gave Up CP

Mr. Balch gave up his daytime CP to become president of U. T. K. Corp., new firm which has application pending for 250 w fulltime on 1230 kc in Utica. He is reimbursed for his WFRB investment. New firm includes: Mr. Balch, Charles S. Donnelly, Utica postmaster, vice president; Hobart L. Morris, attorney, treasurer; Robert Trent Jones, secretary, and Joseph A. and Michael R. Hanna, directors. Each has subscribed to 50 shares. The Hannas formerly composed Hanna Broadcasting Co., seeking same assignment. Request is consolidated in hearing with those of Utica Observer-Dispatch Inc. and Utica Broadcasting Co.

El Reno Broadcasting is a copartnership composed of C. C. Woodson, one-quarter owner of KNOW Austin and WACO Waco, Tex.; J. T. Carlisle, fertilizer manufaturer, and Ross K. Prescott, attorney, who has 20% interest in new daytime outlet at Taylor, Tex., and one-eighth interest in Brazoria County Broadcasting Co., applicant at Brazosport, Tex.

The WPPA grant is subject to such interference as may be received from WWBZ Vineland, N. J., should it be granted switch from daytime to fulltime operation of 1 kw on 1360 kc. Both requests had been in comparative hearing concerning possible mutual interference. As this was found to be negligible, both parties petitioned for removal from hearing and grant. WPPA was granted but WWBZ was denied and continues in hearing until settlement of certain technical questions.

WKBW Renews ABC

WKBW BUFFALO, N. Y. has renewed its affiliation contract with ABC for two years effective next June 1, it was announced last week. WKBW, owned by the Buffalo Broadcasting Corp., operates with 50 kw on 1520 kc.

SCAAA Again Elects Fenwick to Presidency

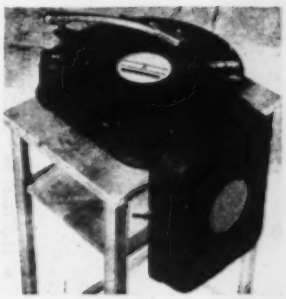
DAVID FENWICK, executive vice president and radio director of Dunn-Fenwick & Co., Los Angeles, was re-elected president of the Southern California Advertising Agencies Assn. Inc., at a meeting held Feb. 2 in Los Angeles.

Elected at same time to positions of vice president and secretary-treasurer, respectively, were Jack B. Kiefer, head of J. B. Kiefer Adv., and Howard Ehrlich, vice president in charge of Pacific Coast operations, Abbott & Kimball Co., both Los Angeles.

Permanent headquarters for the organization which now boasts 67 active members will be established Feb. 16 in the Van Nuys Building, Los Angeles, it was announced at the meeting. Telephone number will be Trinity 8481. Lydia Hamren, formerly office manager for McGraw-Hill International Corp., Los Angeles, will be executive secretary in charge of office.

WROM writes: "We want a Califone for each salesman"

Dean Covington
Manager
WROM, Rome, Georgia



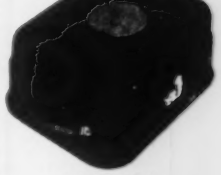
"We are so much more than pleased with our Califono Model 6-A that we wish to purchase more to give each of our salesmen an opportunity to use the Califone."

by Dean Covington
Manager

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 17¼" transcriptions and standard records.
- Plays 33⅓ RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.



MODEL 6-A
• Low-Cost
$41.25
NET
F.O.B. FACTORY
To Radio Stations, Advertising Agencies and Recording Studios.
LIST PRICE—$54.95

More than 250 Radio Stations now use Califone. Order yours today!

THE CALIFONE CORPORATION
4335 West 147th Street • Lawndale, California

1947 Net Sales

(Continued from page 13)

dio by advertisers with small budgets.

Spot Sales

The spot sales trend is interesting, in that it definitely seems to have reached the end of a period of phenomenal growth, and has leveled out to a steady annual increase. Spot sales figures showed annual increases of as high as 24.0% in 1944, and have shown increases since 1934. However, the rate has fallen off since the 1944 peak.

New Stations

One hundred fifty new stations reporting showed average income for 1947 of $58,026 per station, a remarkably high average for the first year's operations. Many of these stations did not have a full year of operation to make up this total.

Only 30 of the 150 new stations reported any time sales in 1946, which indicated that many of them did not begin to sell time until early in 1947. Even so, of these 30 reporting stations, the average revenue for 1946 was $37,166.

Local business accounted for about 89.6% of the time sales of these new stations. This is to be expected, and follows the general pattern of time sales in newly established stations.

Dollar volume of local time sales indicates, also, that local radio stations are pressing other media for the local advertising dollar, and will be able to compete on a more equal footing in 1948.

Revenues by Class of Station

Of the total 1947 radio revenues, local stations, as a group, showed the greatest gain in relative percentages for the year. With the exception of the clear-channel stations in cities of 50,000-250,000, which showed an increase of 12.0% over 1946, the local class was the biggest gainer, with a 6% higher increase than the regional or clear channel stations.

Local station revenues have shown a 126.2% increase from 1937 to 1945, while regionals showed an 86.9% increase in the same period, and clear channels showed a 45.5% gain. With current figures which show that local stations are still the strongest gainers, it is evident that the advertising dollar is being spread even more evenly among the various classes of stations.

Regional and local stations gained about 10% in spot advertising, while clear channels gained 6.5% in this type of advertising. National and regional network sales fell off among regional and local stations, and gained a slight 2.4% on the clear channel outlets.

Revenues of all classes of stations reflect the percentage decline in national and regional network time sales.

Newspaper advertising increased 16.3% according to an 11-month report on 1947 from Media Records. The 1946 gain was 24.3%. Leading increases were in automotive advertising, 64.0% and general display advertising, 18.8% gain. Classified advertising, a leading gainer in 1946, with a 32.3% increase, increased only 12.0% in 1947.

FM and TV Start

FM and television made commercial beginnings in 1947. The volume of business was relatively small, and reports were only conclusive enough to give indications of trends, although it is estimated that TV station revenues were slightly over $500,000, while FM sales were below that figure.

Within product groups, no significant changes were apparent. The big four industry group advertisers: Drugs and toilet goods; food and food beverages; laundry soaps and household supplies; and cigars, cigarettes and tobacco again led the field in advertising volume. Of these four, only drugs and toilet goods showed a decrease in relative position within industry classifications, and registered an estimated $6,000,000 drop in actual dollars spent for advertising in 1947. This figure represents an 11% decrease from the 1946 figure.

Food and food beverage advertising gained about 8.9% over 1946 figures. Household supplies and laundry soap advertising remained high, with an estimated $3,000,000 gain in 1947. This is a 16.5% increase over 1946. Tobacco advertising increased 13.6% over last year's figure, spending an estimated $18,082,000 for radio in 1947.

Together these four advertisers accounted for 73.8% of network time sales. Total dollar volume in the four groupings was approximately $141,262,000.

Of the major advertising groups, automobile advertisers showed the greatest drop in 1947—a decrease of 23% from 1946. Passenger car advertising dropped most, registering a decline of 55% from 1946. Truck, and tire and tube advertising volume held steady through 1947.

E. S. LEE IS NOMINATED FOR AIEE PRESIDENCY

EVERETT S. LEE, engineer of General Electric's general engineering and consulting laboratory, Schenectady, N. Y., has been nominated for the presidency of the American Institute of Electrical Engineers by the nominating committee of that group.

Mr. Lee's nomination, it was understood, is considered tantamount to election, since he was unopposed. Under the AIEE constitution, however, independent nominees may be proposed later to be voted upon by the full membership this spring. The post becomes vacant Aug. 1.

The following were nominated for institute vice presidents:

Northeastern district—Victor Siegfried, chief research engineer, Electrical Cable Works, American Steel & Wire Co., Schenectady; New York City district—John L. Callahan, research section head, RCA Laboratories Division, New York; Great Lakes district—Ira A. Terry, works engineer, General Electric, Fort Wayne, Ind.; Southwest district—George N. Pingree, transformer specialist, General Electric, Dallas; Northwest district—Richard McKay, assistant general manager, Washington Water Power Co., Spokane, Wash.

For directors—Clarence W. Fick, district manager, apparatus dept., General Electric, Cleveland; Morris D. Hooven, electrical engineer, electric engineering dept., Public Service Electric & Gas Co., Newark, N. J.; F. O. McMillan, head, electrical engineering dept. Oregon State College, Corvallis, Ore.

For treasurer—W. I. Slichter, professor emeritus of electrical engineering Columbia U., New York.

Lent & Poast Dissolved Lent Opens Own Office

DISSOLUTION of the firm of Lent and Poast in Washington, D. C., and the removal of Washington C. Lent offices to the Ring Bldg., 1200 Eighteenth St., N. W., in the Capital has been announced by Mr. Lent.

Mr. Lent

Mr. Lent said he plans to continue the general practice of consulting engineering and that he will specialize in cases coming before the FCC. Phone number of his office is District 4127. Mr. Poast's plans were not announced. He is understood to be in Atlanta at present.

Army's Overseas Ruling Hit by Davidson Taylor

RULING by the Army that correspondents may leave overseas theatres for not more than 30 days without re-accreditization was criticized last week by Davidson Taylor, CBS vice president in charge of public affairs, who declared that the edict places ". . . . too great a limitation on the mobility and security of our chief correspondent in the far east (Bill Costello) who must have the best transmission facilities available, and those are in Japan. He must be able to spend time outside the MacArthur command as the problems of news organization and news coverage demand."

In a CBS broadcast from Toyko Feb. 4 Mr. Costello said the consensus of Tokyo correspondents was that the War Department's new ruling is "utterly unworkable" and "constitutes, in effect, a form of censorship."

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK *HEADLEY REED*

WFMJ
YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

FCC Probe

(*Continued from page 14*)

that Mr. Norton in effect admitted error.

Rep. Wolverton observed that the inventor's statement was "startling," and assured Dr. Armstrong that the committee would not allow it to be passed over. To a question by Rep. Oren Harris (D-Ark.), Dr. Armstrong said he did not know whether the alteration was made on the initiative of the Army or FCC.

The FM pioneer said he had called FCC's attention to the change in the report and that the FCC general counsel, whose name he didn't remember, had tried to keep him from getting his statement into the record. He added that this occurred during Chairman Porter's tenure.

He noted that Mr. Norton had recently admitted he was mistaken.

Dr. Armstrong renewed his claims that RCA in particular had sought to retard FM and, in 1935, "commenced a course of conduct by which it succeeded in putting FM and television in competition, when there should have been no competition, and using the promise of television to block the development of FM and the allocation of suitable channels to FM."

He claimed RCA had "full information" on his and its own FM tests but failed to mention FM in FCC's June 1936 hearings on allocations above 30 mc, after which the Commission gave television "the major part" of the 40-120 mc area and allotted five channels to FM. At the January 1940 hearings, which resulted in more space for FM, he said "it was brought out that RCA had had in its possession at the time of the June 1936 hearing a report by its ablest engineers . . . which supported the claims I had made for the FM system."

He said the so-called "single market plan," which he attributed to "a former vice president" of CBS, led FCC to cut the power of high-power mountaintop stations and thus limit or erase their usefulness as direct relays.

Asked why Congress shouldn't allocate the whole spectrum, not just a portion as proposed by the Lemke measure, he replied half jokingly that "Congress might have done a better job," and added that he'd rather take his chances with the legislators.

When Rep. Clarence F. Lea (D-Calif.), former chairman of the committee, asked whether the present Commission's attitude toward FM differed from the former Commission's, Dr. Armstrong replied affirmatively. He said the old one was determined to end low-band broadcasting, while the new one has at least been giving "sympathetic hearing."

The inventor said FCC gave him a "hostile reception" when he sought an experimental FM license in 1935-36, and that the "one adverse public comment" after he revealed FM's technical details came from Andrew D. Ring, then FCC assistant chief engineer and now a private consultant. He said Mr. Ring called FM a "visionary development" and utterly impractical.

Lemke in Background

Rep. William Lemke (R-N. D.), sponsor of the measure, took no part in the proceeding beyond opening and closing statements in which he reviewed charges made against FCC with respect to the FM band shift and declared that the testimony showed the need for Congress to take action when an agency "gets stubborn and acts against the public good."

J. E. Brown, assistant vice president of Zenith, told the committee that "the move of FM from the 50 to 100-mc band was a body blow." Engineering and production problems in the manufacture of FM sets for the 100-mc band are profound, and FM receivers even now have not appeared in large volume on the market, he said.

He insisted that the low band should be used primarily for FM broadcasting.

Rep. Harris Ellsworth (R-Ore.) indicated he found it difficult to reconcile Mr. Brown's views of heavy public demand for FM sets in view of his testimony that FM receivers represented only about 7% of 1947 set production. Mr. Brown replied that "some lines are not moving so well." He estimated 10% of 1948 set production would include FM.

Congressman Ellsworth charged that the major networks are "drunk with power." He suggested that if they would examine their Hooperatings "they would see that in many cases small stations are out-pulling them." He expressed the view that it required "a hearty man" to venture into the FM field, and that the variety of programs might be restricted by formation of FM networks.

Lee McCanne, vice president and general manager of Stromberg-Carlson, said FM "has suffered nine body blows." He listed: (1) RCA decision to forego FM development in 1936; (2) FCC's "unwillingness or lack of foresight" to assign enough channels to FM; (3) interruption of progress by the war; (4) reallocation of the band; (5) the so-called "single-market plan"; (6) FCC threats to "crack down" on manufacturers producing two-band sets; (7) American Federation of Musicians' recently lifted ban on AM-FM duplication and (8) its now-relaxed prohibition against music on FM networks; (9) lack of adequate high-quality telephone circuits for relay purposes.

McCanne Recommendations

Mr. McCanne offered these recommendations: continue low band, or at least a portion of it for relay purposes; preserve the frequency used by Dr. Armstrong; continue single-market plan in high band only; create used sales market for prewar sets; promote stability by extending FM license term to two or three years; draw strings tighter on number of AM stations; offer clear channels in AM where FM cannot reach; provide stability and eliminate uncertainty in television field by stretching license periods and setting deadline for decision on policy matters such as color video and allocations.

C. M. Jansky Jr., Washington radio engineering consultant, related the history and activities of Panel 5 of the Radio Technical Planning Board, which he headed while it prepared recommendations to FCC with respect to FM allocations. He said the panel majority's recommendations were ignored by the Commission in deference to those of Mr. Norton.

Dr. Harlan T. Stetson, Needham, Mass. sunspot expert, said the band shift was authorized on insufficient evidence and was "entirely unjustified."

Paul A. deMars, consulting engineer and former vice president and technical director of Yankee Network, traced his part in the study and development of high-frequency band uses and concluded that "because FCC relied for all practical purposes on the testimony of one witness, Mr. K. A. Norton, and rejected the testimony of myself and others who built the FM art prior to the war, FM was dealt a crippling blow."

"Mr. Norton," he said, "has since been discredited and, by his own admission, made false predictions based on unsound assumptions."

He cited the advantages of the 50 mc band and said it was necessary for the establishment of a relay network.

Everett L. Dillard, head of Continental FM Network and owner

(*Continued on page 86*)

FM Included

FIELD reporters of C. E. Hooper Inc. have received instructions that where information about FM duplication of AM network programs is available they are to credit those programs with FM listeners, so that the ratings will reflect the combined listenership. In cases of full duplication the headings in city Hooperating reports will be changed from WAAA to WAAA plus WAAA-FM.

KIOA
940 KILOCYCLES
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
DES MOINES
Sell IOWA with KIOA . . .
Iowa's Largest Independent Clear Channel Station
Ask any Paul H. Raymer Company Representative or write
STATION KIOA
John Boler, President
DES MOINES 9, IOWA

INVEST YOUR AD DOLLAR
WCK Y s-ly
L. B. Wilson
WCKY
50,000 WATTS OF SALES POWER
★ ★ ★

March of Dimes

(*Continued from page 38*)

his orchestra, who left LaGuardia Field, New York, that day on a "Flight for Dimes" which was to take them to Phildelphia, Baltimore, Washington, Charleston, W. Va., Cincinnati, Indianapolis and other cities. The band leader and radio personality made the tour on behalf of the March of Dimes at his own expense, the National Foundation for Infantile Paralysis reports.

WWL New Orleans arranged for Terry to appear on several of its programs during his two-day visit to the Louisiana metropolis Feb. 3-4.

Terry appeared on television Jan. 23 when he visited Bob Emory and his *Small Fry Club* on DuMont Television, 6:15-6:45 p.m. DuMont stations WABD New York and WTTG Washington also carried spot announcements for the March of Dimes. Pledges totaling nearly $3,000 were collected Feb. 1 on WABD telecast emceed by the station's sportscaster, Dennis James, and featuring a number of sports celebrities.

Another television appearance was made by Terry on KSD-TV St. Louis, the *Post-Dispatch* video station. Terry was interviewed by Russ Severin, KSD-TV producer, after visiting the polio ward of St. Louis County Hospital.

The "Parade of Pennies," juvenile version of the March of Dimes, was heard over MBS Jan. 24 from 2-2:30 p.m. and also was covered by NBC Television. Show originated from Kingsbridge Armory, New York City, climaxing an hour-and-a-half program for more than 20,000 children.

New York City's annual March of Dimes Fashion Show at the Waldorf-Astoria Jan. 27 was telecast by WCBS-TV New York. Show is presented by the New York Dress Institute.

Paul Hodges, who conducts a street-interview program for television station WEWS Cleveland, devoted his half-hour show to the March of Dimes for two weeks.

Among reports received from FM stations of their efforts to help make the 1948 March of Dimes campaign a success was one from WNDR-FM Syracuse, N. Y., which said it cancelled all of its regular programs Jan. 18 to present a single public service show, *Tribute to the March of Dimes*. "For seven and a half hours," says WNDR-FM, "we presented news and human interest stories about March of Dimes, dramatic shows, interviews with local officials of the National Foundation, and musical tributes. High spot was interview with six-year-old girl who had recovered from polio."

An Indiana FM station, WCSI-FM Columbus, planned to set aside its entire Saturday evening *Bandstand* show, 9:30 p.m.-1 a.m., to promote telephone pledges to the March of Dimes. Station also carried station breaks urging listeners to contribute.

In Pennsylvania FM station WFMZ Allentown gave all of its time on the air during week of Jan. 24-30 to the Dimes drive. All sponsors were urged to relinquish their air time for the week, and WFMZ then re-sold the time to the sponsors, with money going to March of Dimes. Station's regular salesmen and other staff members rounded up other sponsors to aid in the Dimes campaign.

WGYN's Promotion

WGYN (FM) New York helped promote the Dimes drive through its 6 p.m. *Candlelight Cafe* program conducted by Maurice C. Dreicer.

Among other reports received from AM stations concerning their activities in connection with the Dimes drive was one from KVOO Tulsa, which said that it had devoted an entire Saturday night *Western Dance Parade* show (11:15 p.m.-1 a.m.) to the project. Leaders of three local western dance bands which perform a round-robin on the program, asked listeners to call KVOO and make their pledges. Station reported that members of its staff stayed well into the early morning hours to accept the flood of pledges.

From WIRE Indianapolis, which also tried a midnight promotion for the March of Dimes, came a report similar to that of KVOO. "Everyone looked pretty bedraggled this morning (Jan. 29), but very happy," said the WIRE announcement. "You see . . . last night announcers, staff musicians, newscasters . . . just about everyone donated his services (from 11 p.m.-1:30 a.m.) to entertain listeners for the March of Dimes . . . By the end of the session, WIRE was ready to give the Dimes campaign over $1,147.00 in pledges brought in by the program."

SOME of the more than $9,000 which WFBR Baltimore reported it had raised for the March of Dimes campaign through contributions from listeners to its *Club 1300* program is stuffed into a money bag by Henry Hickman (l), m. c. of the show, and Catherine Gaule, Maryland state representative of the National Foundation for Infantile Paralysis.

At another Indianapolis station, WISH, two disc m.c.'s staged a fan mail battle which brought in pledges amounting to $1,543.00, WISH reported. Fans were asked to phone in their "ballots" for either Bill Faulkner or Bob Bruner by making a contribution to the Dimes drive.

Contributor Stricken

KOIN Portland, Ore., used its early morning request musical program, *KOIN Klock*, to help promote the campaign in its area. The story of a 13-year-old lad who made a small contribution through the *KOIN Klock* and then himself was stricken with polio a few days later appeared as a feature article in the Jan. 22 issue of Portland's *Oregon Journal*.

WQQW Washington engaged one of the large meeting rooms of Hotel Statler and brought in guest entertainers for a special broadcast of its Saturday morning *Children's Hour* Jan. 31 for the benefit of the infantile paralysis fund. Adults paid a dollar and children a dime to attend the show, conducted by Carl Green of WQQW, with all proceeds going into the fund.

'Wishing Well' Show

WVET Rochester, N. Y., reported that each afternoon during the Dimes drive its engineers and announcers tape-recorded the voices of individuals gathered around March of Dimes wishing wells and collection bottles in specialty and department stores, and recordings were broadcast later each day. Station also aired spot announcements, as well as interviews from the Rochester campaign headquarters in Seneca Hotel, to aid in the drive.

The KBTM Jonesboro, Ark. Dimes promotion was centered around station's *1230 Club* disc show for the period beginning Jan. 15 and ending Jan. 30. Ted Harding, KBTM program director, who conducts the show, "charged" his listeners a dime for each request they mailed in. "The gratifying thing about the project," said KBTM, "was the fact that more listeners sent in quarters and dollars than dimes."

WMAS and WMAS-FM Springfield, Mass., conducted March of Dimes broadcasts from the lobby of the Youth Centre on Springfield's Main St. The shows were in charge of Turner Cooke, program director.

WLAW Lawrence, Mass., whose drive in behalf of the battle against polio was in charge of Arthur Flynn, commentator, reported that it had an unusual guest on one of its Dimes broadcasts, a "mike"-shy Seeing Eye dog who was reluctant to bark about contributions made by the organization he represented.

Limerick Contest

Another Massachusetts station, WTAG Worcester, conducted a March of Dimes limerick contest. Entrants were required to send in a contribution to the Dimes drive with each completed limerick. Winners received free tickets to a double-header basketball bill in Worcester—Holy Cross College vs. Assumption and Becker Junior College vs. Clark U.

A different contest idea was used by WNAE Warren, Pa., to aid the Dimes campaign. Station pitted two of its disc m.c.'s and their programs against each other. One of the programs, *Kane Parade*, is directed to WNAE listeners in Kane, Pa., and the other, *Please Play*, to Warren listeners. Competitive spirit between the two cities was used to promote March of Dimes contributions, with a contribution of at least a dime required for each number requested on either program. WNAE reported that Kane was the winner, contributing

WHB
Kansas City
COMING! • FULL TIME
• 10,000 WATTS DAY
• 5,000 WATTS NIGHT
• 710 KILOCYCLES
MUTUAL NETWORK

National Advertisers
When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask
JOS. WEED & CO.,
350 Madison Ave., New York,
They also know about our new 5000-WATT TRANSMITTER
CHNS
HALIFAX NOVA SCOTIA

$2,091.98, while Warren listeners gave $1,738.00

In Miami Beach, Fla., WMBM on Jan. 23 presented an hour-and-a-half program from the Clover Club, with Del Moore, who conducts station's *Breakfast on the Air*, as m.c. WMBM reported that the show, which featured Gracie Barrie, Joe Adams (*From Gags to Riches* author) and other stars, brought in contributions totaling more than $1,000.

WINX Washington reported that its morning man, Jerry Strong, collected more than 12,000 dimes from listeners in a two-weeks' March of Dimes effort. In addition to requiring dimes for all records requested, Mr. Strong made six transcriptions promoting the drive which were played on station each day and sent some 500 letters to organizations in the Washington area pointing out the urgency of the fight against infantile paralysis.

WNHC New Haven, Conn., used the idea of a radio auction to raise funds to aid in the fight. Listeners bid on merchandise items obtained from New Haven business concerns. The items were placed on the "radio auction block" through two WNHC programs, one conducted by Lewis Doolittle, program director, and the other by Ruth Doolittle, women's commentator. Listeners put in bids by phoning station, and volunteer workers from March of Dimes headquarters answered their calls. WNHC reported that $1,000 was raised.

Also in Connecticut WTIC Hartford, reporting on Mile O' Dimes drive conducted in conjunction with the city's morning newspaper, *Hartford Courant*, said the five-mile goal had been passed by Jan. 31. Director of the drive was Bernard Mullins, station's public relations manager.

Earlier reports from Los Angeles cited the work of stations in that area on behalf of the March of Dimes [BROADCASTING, Jan. 26].

DEFENSE Secretary James Forrestal, on behalf of U. S. Navy, has awarded WCAU Philadelphia a citation "for service rendered to the United States Naval Reserve in 1947." Vice Admiral J. L. Kaufman, Commandant Fourth Naval District, made the presentation to Dr. Leon Levy, president and general manager of WCAU.

FAX HEARING

Data on Rules Readied

FACSIMILE INTERESTS last week were undertaking comprehensive presentations for the hearing called by FCC for March 15 to consider rules and standards for commercial facsimile operations, with indications that a demonstration of the service and some "startling" testimony on color would be included.

If they are successful in convincing the Commission that commercial operation is feasible and would not "hurt" the industry, particularly FM, and "if there's a great deal of unanimity" among the facsimile interests, FCC authorities said, then there's a good chance that the medium will be in commercial operation before the year is out.

The Radio Technical Planning Board's facsimile panel already has submitted proposed transmission standards, and FCC noted that Alden Products Co., Finch Telecommunications Inc., Radio Inventions Inc. and Faximile Inc. have asked that these be put into effect "with certain exceptions."

"The standards proposed would provide for the use of both 8.2-inch and 4.1-inch width recorders operating at the same linear rate of 105 lines per inch," FCC said. "It is desirable that the Commission be fully informed as to the status of facsimile broadcasting, and more particularly as to the [issues announced for the hearing] prior to reaching a determination that transmission standards should be promulgated for this service."

Alden, Finch and Radio Inventions have conferred on plans for their presentations to the Commission and were reported to be generally in accord. They feel that the question of the 8.2 and/or 4.1-inch recorder width, over which there has been some controversy, is for the public ultimately to decide but, with exception of Alden, they prefer 8.2 inches.

Finch reportedly was planning to demonstrate facsimile operations during the hearing and was said to be preparing "startling" testimony on color transmissions.

Facsimile broadcasting has been permitted in the FM band under certain conditions—during hours not used for FM transmissions—and additional frequencies have been allocated to the service in the 470-500 mc band.

Meanwhile, use of facsimile by FM stations, possibly on a large scale, was indicated in a letter submitted last Thursday to the FCC by FM Assn. in which proposed AT&T rates for network lines were protested.

The letter, sent by FMA General Counsel Leonard H. Marks, said that with the use of 15,000-cycle circuits "it now becomes possible to duplex both the aural program and facsimile simultaneously over the same circuit." However, FMA contended, restrictions imposed by AT&T in its proposed tariffs would block such service.

FMA's Contentions

FMA claimed that AT&T's proposed tariffs, filed with FCC after the FM group asked Commission inquiry into lack of circuits for FM networks, specify that facilities proposed to be furnished in connection with message toll or private-line telephone service may neither be connected with program transmission channels nor be connected directly or indirectly with broadcasting equipment at radio stations.

FCC was told that FMA "does not desire that the proposed tariffs be suspended since it is vital that 15,000-cycle service be made available immediately to determine whether or not such circuits are practical and not in the experimental stage at this time."

Persons wishing to participate in the facsimile hearing were given until March 1 to notify the Commission. Those who have indicated unofficially that they would attend include John V. L. Hogan, head of Radio Inventions and of WQXR and WQXQ (FM) New York; Elliott Crookes, also of Radio Inventions; W. G. H. Finch, head of Finch Telecommunications and licensee of WGHF (FM) New York, and Dr. Laverne Philpitts, Finch Telecommunications engineer.

Meanwhile, FMA's letter to FCC regarding AT&T's proposed tariffs for FM network facilities suggested several changes in the announced rates. These included:

Definition in the tariffs of the maximum deviations of frequency response from the accepted reference frequency of 1,000 cycles, which reference frequency normally is taken as zero db level for FM audio measurement purposes. Otherwise a reference to 50 to 15,000 cycle service, as outlined by the AT&T, is meaningless "insofar as standards of operation are concerned," the FMA alleged.

2. Requirement that the proposed

(*Continued on page 93*)

KSO

(*Continued from page 18*)

ing has issued two classes of common stock. All of the Class A common is held by Meredith Pub. Co. entitling it to elect the vice president and secretary. Tri-States holds all the Class B common, electing the president, treasurer and general manager. Tri-States' general manager, G. Ralph Branton, would become executive manager of KSO, it was indicated, with all of the station's present staff being retained.

Tri-States Theatres Corp. itself also has two classes of common stock with Mr. Blank, its president, and members of his family holding all of the Class A issue. His son, Myron Blank, is secretary. The Class A stock elects the president, secretary and general manager. The Class B issue is owned by Paramount Pictures Inc., electing the treasurer and vice president. Tri-States' articles of incorporation exclude Paramount from any management rights, excepting voice in dissolution of firm or disposal of a theatre.

Principals of Meredith Publishing include Fred Bohen, president; E. T. Meredith Jr., vice president and treasurer; R. G. Wright, controller, and Edna E. Meredith, secretary. The Meredith family holds control of the firm.

The magazine publisher has evidenced a general interest in television and reportedly has surveyed that field. No application for facilities has yet been filed.

FOR MORE LISTENERS PER DOLLAR
IN NEW ENGLAND'S 3rd LARGEST CITY
it's
WNEB
WORCESTER MASSACHUSETTS
Represented By
Adam J. Young Jr., Inc. and Kettell-Carter

KCKN FM 1270
PIONEERING IN KANSAS CITY
SINCE 1942
—
NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

Western Union

(*Continued from page 17*)

ice via Philadelphia and Baltimore. From New York the GE relay connects New York with Schenectady and AT&T's new radio relay with Boston, which will have a television station operating long before convention time. AT&T also plans to open another video circuit in its New York-Washington cable, traveling southward. NBC is also installing a temporary relay system, for use until video facilities are furnished by the common carriers over the route, to connect Philadelphia and Washington, using WU towers for supporting S-T equipment through the courtesy of that company.

With NBC, CBS and DuMont all offering network video service and with ABC and MBS, among others, preparing to enter this field, the addition of the WU facilities will not be enough to enable each network to cover the political conventions on its own, but it should alleviate the pressure enough to make the pooled arrangement more workable and to provide improved video convention coverage for televiewers along the East Coast.

As to future extensions of the radio beam network for telegraph and television relaying, WU is making studies but not commitments, Col. Millar said. The latter, he explained, will not be made until the New York-Washington-Pittsburgh circuits have been operated long enough for the company to acquire data on costs of installation and maintenance sufficient to determine the economic feasibility of further extensions of the radio relay system. The technical feasibility, he said, has already been established.

MORE Advertisers USE KOIL

THAN ANY OTHER RADIO STATION IN OMAHA & Council Bluffs

BASIC ABC 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

FIRST PRIZE in the National Radio Week contest, sponsored by AWB, is presented by Bond Geddes (l), RMA executive vice president, to Iris Haverstack (r), Canton, Ohio, high school teacher for her letter on "What Is My Favorite Radio Program and Why." Aiding in the presentation of the RCA radio-phonograph combination, which took place Jan. 30, at the AWB Washington convention, are Herbert F. Guenin Jr., RCA Victor Division advertising staff; Dorothy Lewis (center), AWB vice president; and Esther Mullin, of WGAR Cleveland, who received the winning letter. Favorite program was *CBS Is There.*

KPRC and WOAI Mark Twenty Years With NBC

TWO NBC officials were present last week, one in person and the other by transcription, when KPRC Houston and WOAI San Antonio, Tex., celebrated their 20th year of affiliation with NBC in a joint ceremony in Houston.

Niles Trammell, president of the network, spoke by transcription to introduce Easton C. Woolley, director of NBC stations departments, who presented bronze plaques to Jack Harris, manager of KPRC, and Hugh A. L. Halff, WOAI president and general manager.

WRFW Eau Claire Names Jack Kelly Its Manager

APPOINTMENT of Jack Kelly, in radio since 1935, as manager of WRFW Eau Claire, Wis., which will operate with 1-kw daytime on 1050 kc, has been announced by Thomas E. Werner, president of the WRFW licensee, Chippewa Valley Radio and Television Corp.

Mr. Kelly

For the past two and a half years Mr. Kelly has been program manager and news editor of WEAU Eau Claire. His first radio job was with WKBH La Crosse, Wis. Subsequently he served on the staffs of KITE Kansas City, Mo., KMA Shenandoah, Iowa, and WIBU Madison, Wis., before becoming associated with WEAU.

TELECASTERS TO HEAR 'VIDEO CITY' DETAILS

AT A MEETING to be held tomorrow (Feb. 10) in Chicago, representatives of the Walter Butler Co. of St. Paul will attempt to sell Chicago's video broadcasters on the idea of discarding their present studio and antenna locations and agreeing to take space in a "Television City" which the Butler organization proposes to erect on Chicago's lake front [BROADCASTING, Jan. 26].

The $50,000,000 project, comprising a sports palace and convention hall and an outdoor stadium as well as the central building and television tower, would be erected on the air rights of the Illinois Central System, above the tracks to the north of Grant Park from Randolph St. to the Chicago River. The proposed plot would have an area of about 30 acres.

The Walter Butler Co. started with mining interests in Minnesota. Today it is headed by Robert Butler, U. S. Ambassador to Australia.

FCC Probe

(*Continued from page 83*)

of WASH(FM) Washington and KOZY(FM) Kansas City, said that "large scale FM networking can best be accomplished by the use of strategically located FM stations in the 42-50 mc band."

Describing difficulties encountered in trying to obtain common carrier facilities, Mr. Dillard said the need is for "exclusive frequency assignments for FM relay stations whose power and frequencies are allocated for the purpose of providing maximum relay benefits to the most stations."

"FM relay," he concluded, "offers an inexpensive, efficient, and the most practical system of distributing such programs. With the authorization of low band FM relay stations, nation-wide FM networks with full fidelity will become a reality."

J. N. (Bill) Bailey, FMA executive director, testified that the FMA membership overwhelmingly voted to ask FCC "to assign [FM] the band comprising the 44-50 mc for wide-area relay purposes only."

"As a member of the Resolutions Committee," Mr. Bailey hastened to add, "I can tell you that the word 'only' was put in very deliberately. The Resolutions Committee had no desire at all to encourage a return to two-band FM operation."

Need for FM on 50 mc

The final witness was another Zenith executive, Col. John R. Howland, who told the committee that "there is a definite need . . . for FM broadcasting on 50 mc. Such stations have approximately three times the coverage of the others and must be looked to in outlying areas. This is simple economics."

In a written statement filed with the committee, Raymond F. Kohn, president of WFMZ(FM) Allentown, Pa., described his own experiences with the bands in question and concluded, "We need these relays . . . and they are only possible through the retaining of key low-band stations."

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI

Passing Fancy

On Transcriptions: ASSOCIATED—George Towne; WORLD — Les Brown; LANG-WORTH — Larry Clinton.

On Records: Vaughn Monroe—Vic. 20-2573; Ray Dorey—Maj. 1186; Frances Langford—Mercury 5095; Johnny Johnston—MGM 10127; Ray Anthony—Tune-Disk (soon to be released).

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Video Subsidiary Formed by Ziv Co.

General Film Library, New York, Purchased by New Firm

FORMATION of Ziv Television Programs Inc. [CLOSED CIRCUIT, Jan. 5], a wholly-owned subsidiary, by the Frederic W. Ziv Co., major independent producer and distributor of transcribed radio programs, was announced last Thursday by John L. Sinn, executive vice president of the parent firm and president of the new company. New firm has bought the entire library and assets of the General Film Library Inc., New York, for an undisclosed figure which Mr. Sinn said was "in the neighborhood of $240,000."

The library consists of approximately ten million feet of stock shot film available in either 35 mm or 16 mm representing virtually every subject for public presentation. The entire library has been catalogued for television's special requirements and made available to television stations and sponsors on a lease basis at so much per foot.

"Already catalogued on more than 150,000 index cards, the clips are available in lengths from one foot to thousands of feet," Mr. Sinn said. "The clips are leased to stations and then returned to our library, utilizing the same system that we used so successfully in the transcription business."

The library will be suplemented by original productions, custom-built commercials, open-end short subjects and feature-length films. A large plant has been set up in the bonded film storage building in New York where cutting and editing will be done and special programs incorporating stock shot film will be produced. A "tip-sheet" for programming from the stock film is part of the new sales and marketing devices.

Sales and services will be handled by principal offices of Frederic W. Ziv Co. in New York, Cincinnati and by branch offices. Robert Jacques, formerly associated with NBC Television, has joined the newly-formed subsidiary as television editor and production supervisor.

U. S. HOOPERS

New Study to Augment Others

A THIRD Hooper audience measurement, a U. S. Hooperating, will be added this spring to the program and city Hooperatings, C. E. Hooper, president of the audience measurement organization, announced at a news conference last week.

Stressing the fact that this new measurement in no sense replaces the other ratings as a means for comparing programs under uniform conditions, Mr. Hooper said that what it does add to the present knowledge about radio audiences is a national audience figure. The network program reports, he said, give ratings; sets-in-use; shares of audience; composition of audience; sponsor identification; trends by types, seasons, years, days, hours and networks; geographical differences; effect of preceding, following and competing programs; minute-by-minute audience trends; sales effectiveness; occupational analyses. The city program reports give comparable information about local listening, comparing program and station audiences, local versus remote listening, etc. for the country's 94 largest cities.

To Provide Breakdown

The national audience data the new reports will provide include U. S. ratings, broken down into ratings for city, town and rural listeners; U. S. listening homes; cost per thousand listeners; frequency of listening; duplication between programs; turnover of listeners; flow of audience; occupations of listeners; income index.

Method of securing the country-wide data comprises the use of both coincidental telephone and diary surveys. To determine the relationship between the coincidental and diary ratings data from diaries sent to telephone homes in the major cities are correlated with data from the telephone surveys in those cities and this factor applied to the results of diaries sent to a cross-section of all U. S. radio homes to give a U. S. Hooperating.

The relationship of the 94-city coincidental rating (a) to the diary rating in telephone homes in those cities (b), Mr. Hooper said, is the same as that of the U. S. Hooperatings (x) to the diary rating in a crosssection of U. S. radio homes (c). The U. S. rating can be found by this formula.

$$\frac{A}{B} = \frac{X}{C}$$

Assume a coincidental average rating of 10, a diary average rating of telephone homes in the same cities of 11, a cross-section diary of 17.6, approximately apply the formula, and the U. S. rating is seen to be 16, Mr. Hooper cited as an example:

$$\frac{10}{11} = \frac{X}{17.16}$$

Result X = 16.0.

By applying this percentage to the number of radio homes in the country, as determined by the BMB study which is now in the works, a figure of the number of radio homes in which a program was actually heard can be determined, Mr. Hooper said. Such projections will be made in his national reports, he stated, for all network programs broadcast by 100 stations or more, located in at least four of the five geographical regions into which the country has been divided for the Hooper sectional reports.

First Survey Underway

First national survey is now under way and the first Hooper report on U. S. listening during January and February 1948 will be published about the end of April, Mr. Hooper said. In addition to the more than 1,500,000 telephone calls that Hooper interviewers will make during the two months, diaries are being sent to a cross section of the country's homes at the rate of 600 homes a week, or 4800 in all. Three diaries are sent to each home with instructions to keep separate records for all sets in the home, or the three most important ones if there are more than three. While the inclusion of records of listening to more than one program in a single home at the same time might appear to add an inflationary factor to his results, Mr. Hooper explained that it actually does not do so as the accepted definition of a radio home for rating purposes is a home in which someone is listening to the radio.

Midwest Cable

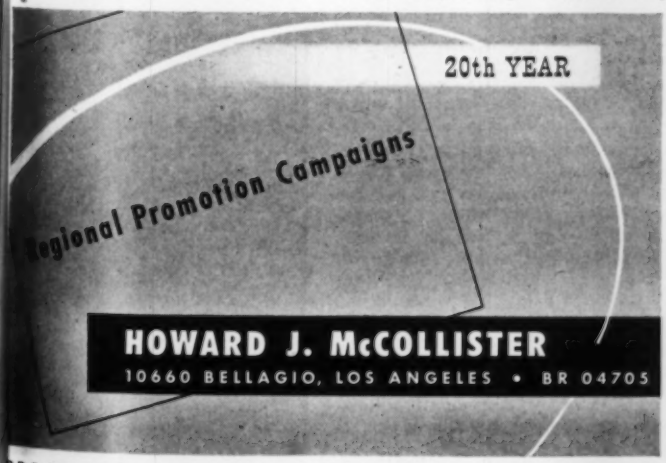
(*Continued from page 16*)

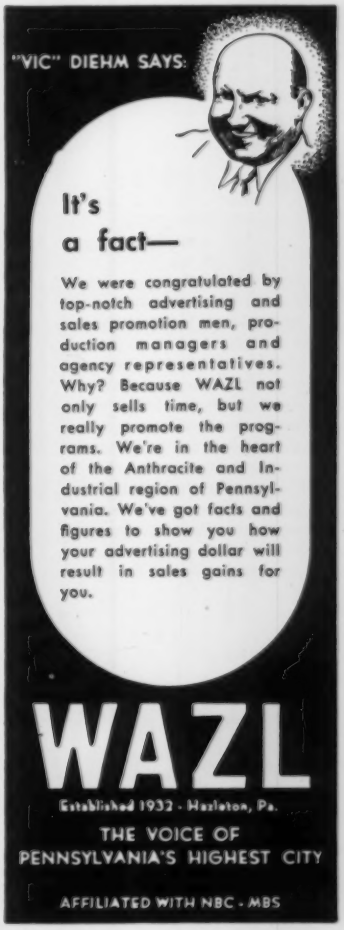
repeater stations at points every 30 miles along the route to New York. Chicago terminus, a 250-ft tower atop the Congress St. exchange of the IBTC, already is under construction [BROADCASTING Jan. 5]. Relay chain eventually will include several channels in both directions, each one practicable for one television circuit and/or hundreds of telephone circuits.

KFI Is Likely to Fight Exclusion From Court

WHETHER a radio station can be excluded from a court room when two other stations have been granted coverage rights will likely be tested by KFI Los Angeles, according to William B. Ryan, general manager.

Situation springs from exclusion during the Overell murder trial at Santa Ana, several months ago. During the trial KVOE Santa Ana and KMPC Hollywood were allowed to broadcast and KFI was refused. Through KFI's law firm of Overton, Leyman, Plumb, Prince & Vermille, depositions are being obtained from witnesses. Although station management will disclose nothing more, it is expected that a court will sit in judgment upon another court to test the right involved.




"VIC" DIEHM SAYS:
It's a fact—
We were congratulated by top-notch advertising and sales promotion men, production managers and agency representatives. Why? Because WAZL not only sells time, but we really promote the programs. We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for you.
WAZL
Established 1932 - Hazleton, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - MBS

WBAL RULING

Use of Hearst Testimony Favored

By LARRY CHRISTOPHER

FURTHER hearing before FCC last week of the WBAL Baltimore license renewal plea and competitive claim to the Hearst station's facilities by Drew Pearson and Robert S. Allen's Public Service Radio Corp. was highlighted by rulings of Presiding Comr. Rosel H. Hyde which:

1. Favored inclusion of testimony by William Randolph Hearst through either open or interrogatory deposition.

2. Ordered production of heretofore undisclosed full voting trust agreement of the Hearst organization.

Comr. Hyde stated he would not be disposed to issue a subpoena for Mr. Hearst's personal appearance in Washington for testimony in light of the effect such a trip might have upon the health of the 85-year-old founder of the Hearst newspaper-radio interests. He further noted that several WBAL witnesses already have stated for the record that Mr. Hearst's participation in the operation of the station was "extremely limited."

Comr. Hyde said he would be inclined to grant a formal request for examination of Mr. Hearst, by either the open or interrogatory procedure of deposition, should Public Service counsel so insist. The latter took the offer into consideration. It is expected that Public Service on Tuesday (Feb. 10) will argue for open deposition proceedings at Mr. Hearst's home in San Simeon, Calif., while WBAL will hold that written interrogation, with questions approved by Comr. Hyde, would be sufficient. Public Service has pressed for Mr. Hearst's appearance since the very outset of the hearing, but ruling has been repeatedly deferred until sufficient evidence was in the record to support a decision.

In ordering that the full voting trust agreement of the Hearst organization be offered tomorrow for the record, Comr. Hyde stated he considered the document relative to the applicant's qualifications in such a competitive proceeding and expressed surprise that WBAL should not wish to enter the pact. Public Service Radio pressed for its presentation. WBAL has taken the position that relevant portions of the trust agreement already are in the record, that it pertains to other operations in addition to radio and if made public would give unwarranted advantages to Hearst newspaper competitors. Commission counsel, following inspection of the agreement, indicated it was of usual form and provided for continuity of management.

On the only day of hearing last week, Tuesday, testimony was received from Samuel Hoffberger, vice president of Public Service Radio, and Paul E. Brown, advertising manager and copy writer of Azrael Adv., Baltimore agency. The preceding Friday (Jan. 30) Elizabeth H. Downs, Joseph P. Healy and Charles P. McCormick, other Public Service principals, were examined.

Pearson to Testify

Mr. Pearson, who with Col. Allen first formed Public Service, is to be heard at the further hearing tomorrow. Col. Allen has testified [BROADCASTING, Feb. 2].

Conclusion of the case, except for the engineering testimony, is expected this week. One other witness in addition to Mr. Pearson is possible. The hearing began last Nov. 3. No date has been set for the engineering presentation.

Mr. Hoffberger, Baltimore attorney, testified he first had met Mr. Pearson, following a telephone call from the columnist, in the summer of 1946. He said he later met Col. Allen and that a number of meetings were held before he committed himself to participation in the new firm. Mr. Hoffberger stated he had not committed himself at the time the application was filed in September 1946. The attorney said he had no criticism of WBAL, but if the Commission were planning to deny the station's renewal and issue the facilities to a substitute applicant, he naturally would be interested in such a "nonprofit venture" in community service.

Similar views earlier had been expressed by Mr. Healy, chairman of the board, and Mr. McCormick, secretary of Public Service Radio. Mr. Healy is member of the executive committee of the Maryland Trust Co. and Central Savings Bank, both of Baltimore, while Mr. McCormick is president and board chairman of McCormick & Co. Inc., Baltimore, spices and extracts firm. Mrs. Downs, Public Service vice president, housewife, has been active in club and civic affairs.

Mr. Brown, who appeared under subpoena, testified concerning attempts about a year ago to place advertisements for Public Service Radio in the two Baltimore papers. The first ad, which enlarged upon the statement that FCC "has condemned William Randolph Hearst's management of WBAL" and solicited public support of its application, was prepared in rough form by Mr. Pearson, he said.

It was refused by the *Baltimore News-Post*, Hearst paper, on the grounds that it was an "attack upon Mr. Hearst," the witness stated, adding that the *Baltimore Sun* refused the ad because it was an attack upon a competitor. Likewise the subsequent revised and modified version of the ad was declined, Mr. Brown said, because it concerned a controversial issue.

Studebaker builds national sales with locally produced spot radio programs

ASK YOUR JOHN BLAIR MAN

Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

WCAU-TV PHILADELPHIA RATE CARD IS ISSUED

WCAU-TV Philadelphia, the *Philadelphia Bulletin* television outlet, which begins operation on Channel 10 on Feb. 16, has released its initial rate card.

The cost of Class A time—6 to 11 p.m.—is listed at $200 an hour live and $100 an hour for a film. Class B rates—before 6 and after 11 p.m.—are $150 an hour live and $75 an hour for film. Sliding rate scales are based on half-hour, 20-minute and quarter-hour periods as follows:

From 6 p.m. to 11 p.m.:

Live: half hour, $120; ⅓ hour, $100; ¼ hour, $80; films: half hour, $60; ⅓ hour, $50; ¼ hour, $40.

Before 6 p.m. and after 11 p.m.:

Live: half hour, $90; ⅓ hour, $75; ¼ hour, $60; film: half hour, $45; ⅓ hour, $37.50; ¼ hour, $30.

Rehearsal time for live programs will be available at no extra cost in the amount of double the time purchased. Additional rehearsal time will cost ⅓ the hourly rate. One minute announcements on slide or film will be $25 for Class A time and $18.75 for Class B. All rates are subject to the usual 15% discount given to recognized agencies, with 2% cash discount allowed if payments are made on or before the 20th day of the month following one in which the telecasting is done.

FIRST TIME SALES contract for WHO-FM Des Moines calls for 26 spot announcements for Mid-Continent Distributing Corp. Contract was negotiated through Son & Regger Advertising Agency Inc. Shown completing arrangements are: George J. Mewhort (seated) general manager of Mid-Continent; Paul A. Loyet (center), vice president of Central Broadcasting Co. WHO and WHO-FM licensee, and Ernie Sanders, WHO-FM program director.

RESEARCH FIRM OPENS; CBS ONE OF CLIENTS

CBS AND *LIFE* magazine will be initial clients of Cornelius Du Bois & Co., new market and opinion research firm which opened in New York last week. Details of the studies have not been revealed.

The company, located at 551 5th Ave., will specialize in audience and market surveys of the various media and will study advertising effectiveness through a "new type of measurement of consumer brand attitudes, and brand awareness and use."

Cornelius Du Bois, for the past 10 years director of market research at *Life* magazine, heads the organization. He is president of the Market Research Council. Charles P. Woods, vice president and treasurer, was formerly general sales manager of the marketing and research division of Dun & Bradstreet. Louise Payne McCarty, vice president, was with the *Life* research staff for four years and previously was director of reader research for Hearst Magazines.

HOME OF CAMEL CIGARETTES

WAIR is located just a few blocks from the great R. J. Reynolds Tobacco Company . . . one of several major industries contributing to Winston Salem's perpetual prosperity. WAIR is the favorite station of this easily-sold mass market.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

FM License Policy Clarified by FCC

Additional Time May Be Allowed But Standards Are Unchanged

CLARIFICATION of procedure in applications for license to cover new FM station construction was made by FCC last week in statement concerning Commission's new application forms. Announcement was revision of prior notice of June 17, 1947 [BROADCASTING, June 23].

The Commission emphasized that standards are not being changed but that additional time where necessary to meet them would be considered. The revised procedure as issued by FCC follows:

License applications may not be filed until (1) construction has been completed in exact accordance with the terms of the construction permit, and (2) equipment tests have been completed (Section 3.216 of the Commission's Rules) or interim operation has been conducted with the equipment authorized in the construction permit (Public Notice of January 10, 1947, entitled "Interim Operation of New FM Broadcast Stations"). After the application for license has been filed showing that the station is in satisfactory operating condition, program tests may be conducted in accordance with Section 3.217 of the rules.

License applications will not be granted unless an approved frequency and modulation monitor is installed. During equipment tests or interim operation a frequency measurement of the station's transmissions should be made with an external standard of known accuracy and the monitor reading compared with the frequency thus measured. A commercial frequency measuring service may be available or the standard frequency transmissions of station WWV may be used where suitable auxiliary equipment required for such measurements is available. If neither of these methods of checking frequency is feasible the application for license may request that the item be waived. While the item may be waived in some cases the station is not relieved of the responsibility of maintaining the operating frequency within the prescribed tolerance.

The FM license application form requires that measurements of audio frequency operating characteristics be made to insure that the FM engineering standards are met. It is expected that such measurements will also be required in connection with license renewal applications, in order that the technical performance of a station may be periodically reviewed. With respect to present operation, the Commission realizes that in some instances equipment for this purpose and adequately trained personnel for making such measurements are not immediately available. Accordingly, consideration will be given to applications for licenses which do not supply complete measurements to indicate compliance with the engineering standards. As much of this data should be supplied as possible, however, and applications must include reasons therefor when complete measurements are not made. In some instances licensees have reported difficulty in meeting fully all of the engineering requirements at this time due to equipment and measurements problems; applications indicating such conditions will be considered on their individual merits. The Commission wishes to emphasize that the FM engineering standards are not being changed, but only that additional time is being provided where necessary to meet these standards. This procedure will also permit more expeditious licensing of FM stations.

With respect to the field intensity measurements required of Class B FM stations by Section 3.216 (c) of the rules, the Commission has received inquiries concerning the time within which such measurements must be submitted. As indicated by a footnote to the rule, this material "shall be submitted within one year after the license has been issued or within such extension of time as the Commission may for good cause grant." The Commission does not desire to impose an undue burden on FM licensees. However, the Commission wishes to obtain as much data as possible concerning FM service areas in order to provide for the best allocation and use of the FM band. While the Commission expects to follow a lenient policy concerning the requirement of field intensity measurements, it is hoped that FM licensees, particularly of the larger stations, will endeavor to supply this data as promptly as feasible.

1-2-4

WIRL

Peoria, Ill.

Don Lee studios under construction.

* * *

Don Lee Studios Nearing Completion in Hollywood

INSTALLATION of ten-ton giant master control panel in the new Hollywood Don Lee studios was started Feb. 2. Meanwhile, the two huge $2,500,000 pilot studios near completion.

Don Lee officials claim the largest sound stages ever built for radio, equipped to accommodate productions as elaborate as a 100-piece symphony orchestra playing for an audience of 350 people.

Walls and ceilings will be treated with alternate strips of soft sound-absorbing material and hardwood convex polycylindrical diffusers which will deflect sound waves.

Mullen Leaves for Coast To Confer on TV Plans

FRANK E. MULLEN, NBC executive vice president, left New York Friday for a three-week trip to the Pacific Coast to discuss NBC television plans with motion picture and television executives in Hollywood and San Francisco.

With O. B. Hanson, vice president and chief engineer, Mr. Mullen will inspect facilities of KNBH, NBC's Hollywood video station, now under construction, and will confer with Sidney Strotz, vice president in charge of the network's Western Division, and Harold J. Bock, West Coast video director.

Mr. Mullen, who is stopping at Palm Springs on his way to Hollywood, plans to return to New York by March 1 to resume conferences with the American Federation of Musicians over new contracts covering AFM members on network programs.

IBEW Rejected, 11-0, By KSFO Office Workers

IN AN ELECTION to determine whether or not the International Brotherhood of Electrical Workers would be certified as the bargaining agent for the office and clerical employes at KSFO San Francisco Jan. 28, the 11 employes involved unanimously voted against affiliating with the union, according to a report by William J. Hanrahan of the San Francisco Employers Council.

This was the first election of its kind in the San Francisco Bay area and was closely watched by station operators throughout northern California.

WHEELER REJECTS BID TO LEAD LABOR FORCES

BURTON K. WHEELER, former chairman of the Senate Interstate and Foreign Commerce Committee, last week turned thumbs down on an AFL offer to lead its forces opposing the Taft-Hartley law.

The Montana Democrat told AFL President William Green in a telephone call Feb. 1 that pressure of his law practice would not permit his acceptance of the position of director of the union's Labor's League for Political Education, a position carrying a salary of $20,000 a year. Mr. Wheeler announced Feb. 4 that he was "deeply honored" by the offer and declined it "with great reluctance." He offered to serve, without compensation, as an "advisory consultant."

KLAS Near Completion; To Take Air by March 1

CONSTRUCTION is nearing completion on KLAS Las Vegas, Nev., new 250 w CBS affiliate which expects to take the air before March 1 on 1230 kc.

General Manager Richard E. Goebel announced the following staff appointments: Barney Fitzpatrick, program director; Fred Stoye, formerly with KSDJ San Diego, sales manager; Edward Grover, chief engineer; and Cynthia Blood, director of women's features. Mr. Goebel also announced the appointment of Avery-Knodel Inc. as national representative.

Stockmar Is Given Promotion by NBC

PROMOTION of Edward Stockmar to an NBC Central Division account executive, replacing John McCormick, recently appointed manager of WTAM Cleveland, was announced last Wednesday by Paul McCluer, manager of the division's network sales staff.

Mr. McCluer also announced reassignment of accounts and shifts in sales territories. Mr. Stockmar subsequently will handle accounts of the Pepsodent Co., R. J. Reynolds Tobacco Co., Toni Co., and Southern Cotton Oil Co.

Gene Hoge, assistant network sales manager in Chicago, and James McEdwards were assigned the General Mills and Procter & Gamble accounts, respectively. George Diefenderfer has taken over the St. Louis sales territory, replacing Mr. McEdwards, who was reassigned to the Cincinnati area.

Mr. Stockmar, who will continue temporarily as manager of the sales service department, is completing 20 years of service this month with NBC. For the past five years he has been manager of the Central Division network sales service department. He joined NBC in 1928 and has held various positions in the program traffic and local sales traffic departments.

IN EASTERN NORTH CAROLINA ☆ YOUR ABC's ARE...

WRRF • WRRZ

5000 WATTS 930 KC WASHINGTON, N. C.

1000 WATTS 880 KC CLINTON, N. C.

Eastern North Carolina is the "as good as gold" market, where last year's bright leaf tobacco crop alone sold for $245,459,006. This rich 31-county market is the primary daytime listening area of WRRF and WRRZ.

In addition to reaching the 922,353 persons living in this prosperous market, there is a large "bonus" audience in the secondary area. For speedy results in the "as good as gold" market, use WRRF, Washington, N. C., and WRRZ, Clinton, N. C.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
NEW YORK • CHICAGO • LOS ANGELES

MANSFIELD CLAIMS

Logs Called Irrelevant

FCC WAS TOLD last week that it is none of the Commission's business whether a newspaper does or does not publish radio program logs or other news, and that it has no lawful authority over one of the factors it often uses in deciding competitive cases: The "control of the media of mass communication and the avoidance of monopoly of the avenues of communicating fact and opinion."

The claims were advanced in 48 pages of exception filed Tuesday by Mansfield Journal Co. and Lorain Journal Co. against FCC's proposed decision to deny their respective AM applications and the Mansfield company's FM bid [BROADCASTING, Jan. 19].

The companies also objected to FCC's order, in the Mansfield FM case, which granted WMAN Mansfield's FM application and severed, for independent decision, those of the Mansfield Journal Co. and of Unity Corp. (licensee of WTOD and WTOD-FM).

They claimed WMAN had waged a "campaign" against establishment of a competitive station in Mansfield, and that Unity's president and treasurer, Edward Lamb, had written a book which "extols the virtues of the Communist form of government and advocates the overthrow of the government of the U. S. by force." They also argued that FCC did not go far enough in the findings on which it based its proposed denial of the Fostoria (Ohio) application of Laurence W. Harry in the AM proceeding.

The companies, owned by Isadore and S. A. Horvitz, brothers, publish newspapers in their respective communities. FCC's proposed decision contended the owners had sought to "suppress competition in the dissemination of news and information and to achieve an advertising monopoly" by use of exclusive-advertising contracts. The brief, asking for oral argument, vigorously denied the charges and insisted that the Commission in its findings had asserted "illegal, unconstitutional, arbitrary and hence dictatorial powers" over matters in which the courts have jurisdiction.

Charging FCC with usurping the powers of the judiciary and violating the due-process and free-speech guarantees of the Constitution, the publishers declared:

. . . . the Commission illegally attempts to find, conclude and penalize these applicants [the petitioners] for not publishing "the stations' program logs," for not publishing what the Commission considers "legitimate news" and "any news stories relating to the station or its personnel unless they are unfavorable, will not accept advertising from the station or from merchants desirous of mentioning the station in their advertising copy," and "if the instant application is granted, the paper will publish its station's program logs but still would not publish those of WMAN."

'The Flying Trapeze'

The two applicants argued that the subject of newspaper ownership has been one "which the Commission jumps into and out of with greater ease than the 'man on the flying trapeze'." They said they knew of no agency which has been given "express or implied authority" over the question of control of communications media and avoidance of monopoly in that field, a factor which FCC has frequently used in deciding competitive applications. The brief said:

It is impossible to determine in the absence of regulation any consistent policy or standard by which the Commission handles the question of newspaper applicants. Its decisions are conflicting; an applicant cannot determine whether it will be confronted with this question and when it will arise. Such a vascillating policy per se is unconstitutional and deprives these applicants of due process of law.

The brief claimed that FCC in its proposed decision made findings upon subjects not included in the issues of the case, failed to make findings on basic questions which were in the issues, went " 'out of its way' to discriminate against [the two companies] in a highly prejudicial manner," and treated their public service accomplishments in a "summary manner."

The newspapers found it inconsistent that FCC failed to authorize another AM station for Mansfield and yet based its proposed denial on grounds that a grant would mean that "competition in the dissemination of news and information would be suppressed."

In connection with the Mansfield FM case, they charged that President Lamb of Unity Corp. is not qualified to be a licensee. They cited particularly Mr. Lamb's book titled *Planned Economy in Soviet Russia*. Excerpts purported to be taken from Mr. Lamb's book included:

"If the American planned economy is to be achieved, it becomes evident that those who produce, the workers and the farmers and those who defend, i.e., the militiamen, through joint action and organization, shortly must assume title to the means of production. . . ."

By severing Unity's application for independent decision, and by granting WMAN's, the brief declared, FCC robbed the *Mansfield Journal* of its right to participate in comparative consideration with these two applicants. It also charged that "certain former officers" of WMAN had once been found to have made false statements to the Commission.

Proposed Findings

FCC's proposed finding that Lorain Journal Co. is not qualified to be an FM licensee is illegal, the Commission was told, because applications may not be denied without first being heard and the Lorain company's application has not yet been set for hearing.

The AM case, in which the proposed decision was reached by a 5-to-2 vote, involved Mansfield Journal Co.'s application for 1510 kc with 250 w (day only) at Mansfield; Mr. Harry's application for the same facilities at Fostoria, and Lorain Journal Co.'s application for 1140 kc with 250 w (day only) at Lorain.

The brief was filed by George O. Sutton, William Thomson, and John H. Midlen, Washington attorneys for the Horvitz newspaper companies.

WHITE BILL CHANGE OFFERED TO COMMITTE

A PROPOSAL which wou strengthen the program-revie provisions of the White Bill (S 1333) to amend the Communica tions Act, was submitted to the Se ate Interstate & Foreign Commerc Committee last week by a repre sentative of the State Board of th Wisconsin Division of the Amer can Assn. of University Women.

Miss Leslie Spence, chairman o radio listening of the Wisconsin Di vision, wrote Sen. Wallace H White Jr. (R-Me.) author of the bill and chairman of the commerce committee, which is considering the measure, that the State Board recommended inclusion of a sentence "similar in meaning to the following":

Nothing in this act shall be understood or construed to impair the power or lessen the duty, of the FCC, when renewing the license of a station, to consider the caliber and variety of programs already offered by that station.

"We know that such a provision is one of the things in the bill that you personally have insisted on. We want to strengthen your hand in this important phase of your work, by showing that we are with you," Miss Spence declared. She said she also was writing to Rep. Charles A. Wolverton (R-N.J.), chairman of the House Interstate & Foreign Commerce Committee, and to members of the Wisconsin delegation in Congress.

The suggested language conforms generally with the intent of the bill's present "censorship" section (Sec. 326), which is now the main target of industry opposition to the revised bill.

Seven Renewed

ALL SEVEN of the licensed operating television stations last week received renewals from FCC for the period ending Feb. 1, 1948. Licenses of following were re newed: WBKB Chicago, WCBS TV New York, WABD New York, WRGB Schenectady, WNBT New York, WNBW Washington and WPTZ Philadelphia.

HOTEL STRAND

ATLANTIC CITY'S HOTEL OF DISTINCTION

A Hotel Planned and Designed for Your Every Comfort . . . assuring You Absolute Rest and Relaxation . . . amid an Atmosphere of Refinement . . . Beautifully Furnished Rooms . . . Ocean Front Verandas . . . Rooftop Solarium . . . Salt Water Baths . . . Cuisine Unsurpassed . . . Garage on Premises

Fiesta Cocktail Lounge
Favorite Rendezvous of the Elite

Open All Year

Under Ownership Management

Penna. Ave. and Boardwalk

LET'S HAVE LOCAL TIME HARMONY in all time zones all year 'round . . .

The Mosby Time Plan guarantees the affiliate the 3rd quarter out of each hour for local shows. Remaining ¾ of each hour belongs to the network. The Mosby Plan works regardless of hour, DST or time zones. Let's try it.

The ART MOSBY STATIONS

CBS KGVO KANA · KGFM

5 KW DAY • 1 KW NITE MISSOULA

ANACONDA BUTTE 250 W

GREAT FALLS 5 KW IN PROGRESS

MONTANA

Mr. Jones

(Continued from page 20)

the tie-in of 10c off on an unpackaged commodity like butter or eggs, with each purchase of an advertised slow-turnover packaged product.

A few years ago Duane Jones went to Ireland and brought back with him ten tons of stone—appropriately Blarney Stone. He had the New York jewelry company with which they do business make up charm bracelets containing a Blarney Stone chip, a four-leaf clover and a "lucky medallion."

In ten days over 300,000 customers (the usual half new ones, half old) sent in their Bab-O labels, plus 25c.

* * *

DUANE JONES is constantly on the *qui vive* for the latest trends, which he follows up with his premiums. When Madame Chiang Kai-shek's popularity was at a peak during her latest visit to this country, the agency secured permission from the Chinese Embassy to dedicate a chrysanthemum to her, and to the fight in China. So a Madame Chiang Kai-shek Chrysanthemum Plant was offered to everyone who would send in a Bab-O label, and, of course, a quarter.

'Riding the Trend'

The same idea of "riding the trend" was employed just after Normandy D-Day, for the Eisenhower Victory Sword Pin. Response to this was so overwhelming that the offer was pulled after 6 days for lack of pins.

Before the war Duane Jones cornered the market on cheap Japanese cultured pearls, for a premium campaign offering the pearls set in a sterling silver bowknot pin. The deal was arranged in a phone call to a dealer in Japan. Pins were sold out in ten days—and so were the pearls. Try to buy some today!

All Jones' premiums are "self-liquidating," the 25c taking care of all costs. "We don't believe in giving away the horse to sell the saddle," says Mr. Smith.

Manhattan Soap Co. (SweetHeart Soap) sends out millions of premiums a year without losing a penny on the premium itself. It is the largest Jones account.

SweetHeart Programs

Programs that Duane Jones now has on the networks for SweetHeart Soap include: *Katie's Daughter*, NBC serial, and *Evelyn Winters* and *Rose of My Dreams*, both on CBS.

The Mennen Co. (brushless shave cream, skin bracer, lather shave cream, talcum) spends about 50% of its advertising in radio. It sponsors a five-minute platter show on 90 local outlets. Since Duane Jones took over the account three years ago, Mennen has risen from seventh to third place in consumer sales among shave creams. It's first, by a wide margin in the aftershave field.

Grove Labs (cold tablets, Pazo ointment, Bromo Quinine) uses 95% radio in advertising cold tablets and Bromo Quinine. Grove uses all spot and local spot programs. Bromo Quinine has just come back after its "war service."

Sweets Co. of America (Tootsie Rolls and other candy products) uses spots and participations.

Southern Cotton Oil Co. (cooking oil) sponsors the 15-minute recorded Italian language serial, *The Horseman of Justice*, on several foreign language stations. The show is a package deal. Commercials are written in English, translated into Italian, then translated back into English for Duane Jones' approval.

Spot Replacements

Several spot shows and news commentators are sponsored by Duane Jones' clients. Among them are: John Gambling on WOR New York and New England newscasts, for Megowen-Educator Food Co. (Crax, Thinsies); Henry Gladstone on WOR for Hudson Pulp & Paper Co. (facial tissues, paper napkins, towels); and several spot newscasts for C. F. Mueller Co.

There is a campaign now in operation throughout the country for a relatively new Larus & Brother Tobacco Co. product, Alligator Cigarettes. Local stations are being used, with heavy newspaper tie-in.

* * *

THE agency handles its accounts on a sort of cooperative basis. A plans board, consisting of Mr. Jones, Mr. Smith, C. Fred Bell, Robert Hayes, and Joseph Scheideler, reviews the plans for each account as they are formulated.

Handling of Accounts

After a Duane Jones executive calls on a client and discusses the account, then the Jones executive makes out a call report which gives details of the meeting. He sends a copy of the call report to the client and to all who are involved in the work—radio department, copy, space, premiums, merchandising, production, art, research, publicity.

Top kick in the Radio Dept. is

"Aunt Polly" (Charme Allen) and "David Harum" (Cameron Prud'homme) discussing their roles in the Bab-O drama now in its ninth year on the air.

* * *

Regina Schuebel — affectionately known as "Reggie" throughout the industry. A former radio director of Biow Co., her advertising creed parallels that of Duane Jones: Find the right formula for a program, based on the audience you want to hit, then use it indefinitely, with but minor changes to keep it timely. The prime reason for a sponsor's use of air time is to sell his products, she reasons, so sponsor identification and sales power must never be sacrificed for entertainment value.

From Mr. Jones' office, on down to the woman who cleans the floors, the atmosphere that prevails in the agency is friendly, pleasant, well-organized. Above all, everybody has a hand in each account, "everybody gets into the act." Even the premium customers. Oh, especially the premium customers.

Thus, in six years a great business from a little flower seed has grown.

Three Move to WGN-TV In Chicago Realignment

THREE members of WGN Chicago's public relations staff have been assigned to WGN-TV, the *Tribune's* television station, which has been airing test patterns since Feb. 1. Robert Hibbard, in charge of special features, has been named assistant manager of WGN-TV operations.

Marilyn Lassen, staff writer, has been placed in charge of WGN-TV publicity under WGN's public relations department. Esther Bronson, receptionist, will serve the television station in the same capacity.

Mr. Hibbard has been at WGN since 1936, with the exception of a wartime period when he was an Army captain. He will be replaced by Winston D. Jolly, who was attached to the Armed Forces Radio Service in New Guinea and the Philippines during the war. Other two vacancies in the WGN public relations staff will be filled by Edythe Pearsall, former radio director of the Veterans Administration in the Midwest, and Gloria Werkmeister, who has been a secretary in WGN's production department.

MARLOWE, HOWARD NOW WITH WPIX (TV)

HARVEY MARLOWE, independent video producer, and Thomas E. Howard, formerly chief engineer of KSD, KSD-FM and KSD-TV St. Louis, have joined the staff of WPIX New York, television station of the *New York News*, as program manager and chief engineer, respectively. Mr. Marlowe was executive program producer for ABC's television department before forming his own company, Marlowe Television Assoc. Mr. Howard, with more than 25 years service in communications, at WPIX is renewing his association with Robert L. Coe, general manager, who was technical supervisor of the *St. Louis Post-Dispatch* radio stations before joining WPIX.

In announcing the new WPIX executives, Mr. Coe also revealed plans for the construction of two-story video studios atop the nine-story structure on the east side of the News Bldg. in midtown New York. One will measure 50 by 72 feet, the other 25 by 50 feet. Control rooms, a film studio, dressing rooms for video actors, as well as observation rooms and audience galleries, will also be included on the new floor. WPIX offices are on the tenth floor of the News Bldg.

The antenna will be mounted upon a 280-foot tower atop the 36-story News Bldg. Alexander Crosett & Assoc. is architect and engineer on the project.

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region**
Now 5000 Watts
1000 Night
PHONE SANDY GUYER
DANVILLE 2350
* Hooper Station Listening Index, Fall, 1947 shows WBTM the outstanding favorite, as it has been for 17 years.
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

THE LONG ISLAND STORY

WHLI delivers more listeners per dollar in Long Island's large quality market than any other station, including the 50,000 watters in New York City!
Of course, WHLI has the Fall 1947 HOOPER "Station Listening Area Coverage Index" for Hempstead Town.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

More Radio Names On Lobby Register

2 NAB Officials Offer Protest; Call Hearing to Clarify Law

ACTING under protest, two NAB officials registered last week with the House and Senate under terms of the 1946 Lobbying Act, thus becoming the second and third radio figures to comply with the law [BROADCASTING, Feb. 2].

Adding their names to that of Frank M. (Scoop) Russell, NBC Washington vice president, who registered last month, A. D. Willard Jr. and Don Petty, NAB executive vice president and general counsel, respectively, filed statements describing their activities.

In protesting riders to the statement, the NAB officers declared that any activities relating to legislation by Congress were "incidental" to their regular duties. They were registering, they said, in order to carry on their duties "without any question being raised by any person as to the propriety . . . of any act respecting Federal legislation."

'Considerable Confusion'

In other action, Sen. George D. Aiken (R-Vt.) announced that his Senate Executive Expenditures Committee would hold hearings on the lobbyist registration law Feb. 17. The inquiry was prompted by what he termed "considerable confusion" in the law.

The hearings will be part of an overall study of first year results of the Congressional reorganization law, of which the lobby act is a part.

Much of the confusion arises from the law's definition of a lobbyist, which many organizations claim is too vague. NAM, which lists five lobbyists, has filed suit challenging the legality of the law [BROADCASTING, Feb. 2].

Irving R. Kaufman, who is currently conducting an investigation of lobbying and compliance with the law for the Justice Dept., is scheduled to be the first witness at the hearing.

Mr. Willard's protest, which is similar to that filed by Mr. Petty, follows:

Neither the National Association of Broadcasters nor the registrant, directly or indirectly, solicits, collects or receives any money or other thing of value to aid, nor is the principal purpose of either to aid, in the accomplishment of the passage or defeat of any legislation by the Congress of the United States, or to influence, directly or indirectly, the passage or defeat of any legislation by the Congress of the United States.

The registrant does not engage himself for pay or for any consideration for the purpose of attempting to influence the passage or defeat of any legislation by the Congress of the United States. Any activities of registrant relating to the passage or defeat of any legislation by the Congress of the United States are incidental to his activities and duties as Executive Vice President of the National Association of Broadcasters and to the purposes and activities of the Association.

Therefore, registrant believes, and has been advised by counsel, that the Federal Regulation of Lobbying Act of 1946 is not applicable to him. However, he registers in order that he may carry on his duties as Executive Vice President of the Association without any question being raised by any person as to the propriety of his performing any act respecting Federal legislation.

Kathryn M. Hardig
Ralph H. Jones Company
Cincinnati, Ohio.
Dere Kathryn:
Our man came back from Cincinnati carryin' a plaque an a portable radio which he said waz given to WCHS for winnin' one o' the three top prizes in the "Linda's First Love" promotion. Said he seen you there . . . and lots of other Ralph H. Jones people. Course you must realize that with 5000 watts at 580 ole' WCHS is gonna cover lots of ground an' you know the effort they give to promotin' an' things like that there . . . and with CBS it's jest natural WCHS should be the top station in the heart of the chemical center of the world. Charleston, West Virginia . . . that is . . . Yessir, 5000 watts at 580 means business in Charleston West Virginia.

yrs.
algy.

WCHS
Charleston, W. Va.

NEWS DISPUTE

By BILL THOMPSON

A "BATTLE OF GIANTS" looms in Chicago over release of City News Bureau reports to radio stations.

When officials of WBKB Chicago, the Balaban & Katz television station, learned that coverage of a recent explosion was delayed nearly an hour because they were not immediately notified of the disaster, they applied for CNB service. Isaac Gershman, general manager of the 58-year-old bureau which receives instant reports of Chicago's spot news events, placed the application before CNB's board of directors, who ordered a "comprehensive survey of possible coverage for radio."

The bureau's board is composed of managing editors of Chicago's big dailies, *Tribune*, *News*, *Sun & Times*, and *Herald-American*, who own and operate the non-profit cooperative.

"This looks like a battle of giants," said a source close to Mr. Gershman. WGN, owned by Col. R. R. McCormick's *Tribune*, WJJD, owned by Marshall Field's *Sun & Times*, and WIND, partly owned by John S. Knight's *News*, now receive CNB's reports through their newspaper affiliations. But other Chicago stations—like WBKB—have no access to the service.

Mr. Gershman said the survey has been started by a staff of four reporters under the supervision of Arthur F. Kozelka, assistant city editor of CNB. Answers to these questions are being sought—

(1) What percentage of news emanating from Chicago stations is local news?

(2) What percentage of all programs are newscasts?

(3) How many news stories during the past year had TV or FM possibilities?

(4) What would it cost a station to subscribe to CNB by teletype?

CNB Board Receptive

An indication that CNB's board is receptive to WBKB's application was seen Friday when Mr. Gershman had lunch with Capt. William C. Eddy, director of the B & K station, for the second time in 10 days. During the past week, the bureau chief also discussed the WBKB proposal with Frank P. Schreiber, general manager of WGN, and officials of Western Union and the Illinois Bell Telephone Co.

CNB's law firm, Kirkland, Fleming, Green, Martin & Ellis, is studying the Supreme Court's AP decision to acertain whether the bureau "might be compelled" to furnish news to radio stations applying for the service, BROADCASTING learned.

Mr. Gershman said the United Press also applied recently for CNB service. He emphasized, however, that if UP were to be accepted, it would be prohibited from relaying CNB's local news to Chicago clients. The Associated Press has been a CNB subscriber for many years but this restriction has prevailed, he pointed out.

CBS Dividend

THE CBS Board last week notified its stockholders the net income for 1947 was $5,920,100, as compared to $5,795,900 for the previous year. A cash dividend of 50 cents on the present class A and B stock of $2.50 par value was declared. The dividend is payable on March 5 to stockholders of record at the close of business on Feb. 20, 1948.

Erwin, Wasey Firm Moves Several Executives West

WITH THE OPENING of the Hollywood office of Erwin, Wasey & Co., effective March 12, under the management of Howard D. Williams, president of the agency, C. H. Chottington, vice president in charge of radio in New York, will make his headquarters in Hollywood.

In addition to Mr. Cottington, Charles Lowe, radio producer for the agency, will move to the West Coast in the same capacity. All other radio personnel will remain in the New York office.

Two members of the Chicago office of the firm also have been transferred to the new Hollywood office. They are J. S. Coerne, vice president of the Chicago office, assigned as account executive for Carnation Milk, and Russell H. Nage, merchandising director.

WBKB Wants CNB Service

RELIGIOUS GROUP HITS SECTION OF NAB CODE

PROVISION of the NAB Standards of Practice opposing broadcast of controversial religious matter is criticized by the executive committee of the Religious Radio Assn., according to the Joint Religious Radio Committee. The executive group has recommended that religious leaders write the NAB to protest this provision.

Suggestion was made that in cases where there is doubt about controversial issues, station managers ask advice of responsible religious leaders in the community rather than make arbitrary decisions.

Proposed changes in this portion of the NAB code will be taken up by the board of directors at its Feb. 24-26 meeting in Hot Springs, Va. Re-draft of the code has been prepared by a special board committee.

Merrifield at WWJ

JOHN F. MERRIFIELD, WWJ Detroit farm editor, will remain in that capacity to carry out the station's long range plan for farm programming, it was learned last week. It had been previously announced that Mr. Merrifield would become farm editor of KFGO Fargo, N. D.

CHRONOGRAPHS

WRIST WATCH STOP WATCH TELEMETER TACHOMETER 17 JEWEL 2 PUSH BUTTON

INCABLOC SHOCK RESISTANT FEATURE
• Sweep Second Hand • Radium Dial • Anti-Magnetic • Unbreakable Crystal. (formerly $71.50)
IDEAL FOR
• Physicians • Engineers • Radio Men • Sportsmen • Photographers • Aviators

$29.75 plus tax

GUARANTEED MONEY BACK if not satisfied for any reason

Also available in 18-k Gold Case $64.50 (plus 10% tax; formerly $125

ADLEW JEWELERS OPEN TILL 10

117 West 42nd Street, New York 1
(Between Broadway & 6th Ave.)
MAIL ORDERS PROMPTLY FILLED
Shipped C.O.D. or send check or money order
Address mail-orders to: Adlew Jewelers (Dept. R), 152 West 42nd St., NYC

CPs for 8 Video Stations Granted

All Are Issued to Groups Having AM Station Authorizations

CONSTRUCTION PERMITS for eight new commercial television stations were granted last week by FCC. All went to groups holding AM authorizations. Television CPs outstanding now total 78.

The new video assignments:

Birmingham, Ala. — Birmingham Broadcasting Co. Inc. (WBRC), Channel 4 (66-72 mc), power 14.5 kw visual, 7.7 kw aural, antenna 500 ft. above average terrain.

Dayton, Ohio—Miami Valley Broadcasting Corp. (WHIO), Channel 13 (210-216 mc), 24 kw visual, 25.2 kw aural, antenna 570 ft.

Indianapolis — WFBM Inc. (WFBM), Channel 6 (82-88 mc), 28.2 kw visual, 18.1 kw aural, antenna 400 ft.

Charlotte, N. C.—Jefferson Standard Broadcasting Co. (WBT), Channel 3 (60-66 mc), 15.2 kw visual, 8 kw aural, antenna 1,160 ft.

Kansas City, Mo.—Kansas City Star Co. (WDAF), Channel 4, 17 kw visual, 14 kw aural, antenna 745 ft.

Omaha, Neb.—Radio Station WOW Inc. (WOW), Channel 6, 16.2 kw visual, 8.5 kw aural, antenna 590 ft.

Houston, Tex.—W. Albert Lee (KLEE), Channel 2 (54-60 mc), 16 kw visual, 8.5 kw aural, antenna 575 ft.

New Orleans — Times-Picayune Pub. Co. (WTPS), Channel 7 (174-180 mc), 21.5 kw visual, 18 kw aural, antenna 575 ft.

Fax

(Continued from page 85)

facilities have a guaranteed minimum noise level so that the inherent advantages of FM transmission can best be achieved.

3. Minimum harmonic distortion to be expected from such (15,000 cycle) circuits be specified, "as this, too, is an important factor and advantage in FM transmission and reception."

4. There is no basis on which to compare rates proposed with other services for television, inasmuch as the AT&T has no proposed television tariffs on file. "It is our belief that in the establishment of fair and reasonable rates, reference should be made to the charge for the service employing maximum band width which under present circumstances will be for television broadcasting," said the FMA letter.

Issues for the hearing:

(a) To obtain full information concerning existing or proposed methods or systems of facsimile broadcasting.

(b) To obtain full information concerning the present and expected availability of facsimile transmitting and receiving equipment.

(c) To obtain full information concerning any technical data obtained in experimental operations conducted in facsimile broadcasting.

(d) To obtain full information concerning any non-technical data obtained in experimental operations conducted in facsimile broadcasting, or otherwise available, including public demand for the service, public needs and desires in facsimile programs, appropriate uses for the service, commercial feasibility of the service, and public preference with regard to recorder widths, speed of transmission and degree of definition.

(e) To obtain full information concerning the plans or proposals of interested persons which look toward the establishment of facsimile broadcasting on a commercial basis.

(f) To obtain full information concerning the development and status of multiplex facsimile with aural FM broadcasting.

(g) To obtain full information concerning experimental facsimile development, conducted or planned, in the 470 to 500 mc. band.

(h) To obtain full information concerning transmission standards for facsimile broadcasting proposed by any interested persons.

(i) To determine what effect, if any, the authorization of facsimile broadcasting on a simplex basis in the 88 to 108 mc. band would have upon the development of aural FM broadcasting.

(j) To determine whether transmission standards for facsimile broadcasting should be proposed at the present time, and, if so, whether such standards should provide for use of a single width recorder, or more than one width recorders, and what width or widths should be used.

(k) To determine, in the light of the evidence adduced on the foregoing issues, what rules, if any, should be promulgated concerning facsimile broadcasting.

ASK FOR TV

13 More Seek Stations

APPLICATIONS for 13 new television stations were accepted for filing last week by FCC, raising the number of pending applications to 109 after adjustment for new authorizations (see story this issue). Five of the requests have been reported previously.

VIDEO PARADE
On air: 19.
Licensed: 7.
CP's: 78.
Pending: 109.

Television Productions Inc., Paramount subsidiary operating KTLA (TV) Hollywood, was granted petition to reinstate its application for San Francisco amending to request Channel 9 (186-192 mc) in lieu of Channel 4 (66-72 mc) and to be designated for hearing in consolidated proceeding with requests of Don Lee Broadcasting System (KFRC) and S. H. Patterson (KSAN) for San Francisco and KROW Inc. (KROW) Oakland. Three of six channels in area already have been granted. Television Productions' application first was filed in October 1945 and was dismissed without prejudice in May 1946.

New applications include:

Minneapolis—Northwest Broadcasting Co., Channel 9 (186-192 mc), 31 kw visual, 15.5 kw aural. Onetime AM applicant, firm is owned 100% by Minneapolis Star and Tribune Co. Officers: John Cowles, president; Gardner Cowles, chairman of board and vice president; T. A. M. Craven, vice president; Lyle K. Anderson, secretary-treasurer. Cowles interests include KRNT Des Moines, WNAX Sioux City, Iowa, WOL Washington, WCOP Boston. Minneapolis TV outlet to cost total $325,000; first year operating cost, $120,000, and revenue is undetermined. 120 hours monthly to be divided: 30 field, 20 studio and 70 film.

San Diego, Calif.—McKinnon Publications Inc., Channel 4 (82-88 mc), 20 kw visual, 10 kw aural. Firm publishes San Diego Journal, has application pending for acquisition of KSDJ that city, licensed to Clinton D. McKinnon, firm's vice president. John A. Kennedy, president, also is president of Charleston Broadcasting Co., which owns 50% of McKinnon Publications. Charleston Broadcasting operates WCHS Charleston, W. Va., and owns 48% of WSAZ Huntington, W. Va. Total initial television investment to be $159,030; monthly operating cost, $10,000. Revenue is unknown.

York, Pa.—Triangle Publications Inc., The Philadelphia Inquirer Division, Channel 8 (180-186 mc), 28.4 kw visual, 14.2 kw aural. Applicant is licensee WFIL and WFIL-FM Philadelphia. Total construction cost is $225,655; first year operating cost, $100,000. No revenue estimate given.

Youngstown, Ohio—Mansfield Radio Co., Channel 13 (210-216 mc) or as assigned by FCC, 20 kw visual, 10 kw aural. Firm includes: Edward Lamb, Toledo attorney, president and 500 shares, Sunne Miller, acting manager WTOD and WTRT (FM) Toledo, vice president 50 shares; Stephen A. Mack, law associate of Mr. Lamb, secretary-treasurer 50 shares; Prudence Lamb, director 500 shares; Stanley C. Speer, radio and newspaper consultant, 50 shares. The Lambs are 86% owner of Unity Corp., operating WTOD WTRT and FM applicant in Springfield and Mansfield, Ohio. They also have interest in Dispatch Inc., Erie, Pa., video applicant, and Picture Waves Inc., Columbus, Ohio, TV applicant.

Toledo, Ohio—Unity Corp., Channel 11 (198-204 mc) or as assigned by FCC, 2.38 kw visual and aural. See Mansfield Radio Co. above. Total cost is $145,000 with monthly operating cost estimated as $5,500 and monthly revenue $6,000.

Fall River, Mass.—Fall River Herald News Pub. Co., Channel 8 (180-186 mc), 1 kw visual, 0.5 kw aural. Applicant is owner WSAR and WSAR-FM that city. Total initial cost is $211,730, monthly operating cost $5,000. Monthly revenue expected to equal cost in third year. 120 hours per month to be divided: 35 field, 20 studio and 65 film.

Steubenville, Ohio—The Valley Broadcasting Co., Channel 12 (204-210 mc), 25.7 kw visual, 12.86 kw aural. Applicant operates WSTV and WSTV-FM that city. Total cost estimated as $154,700 with monthly operating expenses $3,500 and revenue unknown. Commercial limit is 70%. 126 hours monthly to be divided: 29.2 field, 33.2 studio, 63.6 film.

Following is given more complete information on applications previously reported:

Kansas City—Midland Broadcasting Co. (KMBC), Channel 9 (186-192 mc), 20.8 kw visual, 10.4 aural. Total construction cost is estimated as $110,200 with first year expenses $120,000. First year revenue is set at $60,000. Applicant stated until availability of good network and syndicated film programs, and also professional musicians for studio presentations, KMBC-TV would telecast principally "on the spot" sports and public events.

Kansas City—KCMO Broadcasting Co. (KCMO), Channel 5, 18.1 kw visual, and aural. Initial cost: $226,900; first year expenses, $120,000; revenue, $48,600.

Pittsburgh — WCAE Inc. (WCAE), Channel 10 (192-198 mc), 23 kw visual, 12 kw aural. Total cost: $275,128.11; first year expenses, $208,000; revenue, not estimated.

Worcester, Mass.—New England Television Co., Channel 5 (76-82 mc), 18 kw visual, 9 kw aural. Construction cost $192,000; monthly expenses, $7,500; revenue, $8,500. Firm has applications pending for six other cities.

St. Louis—St. Louis U. (WEW, WEW-FM) Channel 7 (174-180 mc), 22.192 kw visual, 15.4 kw aural. Noncommercial TV outlet would be department of university. Law School auditorium, 850-seat capacity, to be studio at first. Initial cost: $241,250.

SALE OF ARLINGTON LOCAL BEING SOUGHT

CONSENT of FCC to sale of WEAM Arlington, Va., by present businessmen owners for $67,500 to Harold H. and Meredith S. Thoms, North Carolina broadcasters, is sought in application tendered for filing last week. WEAM operating loss for past 13 months totaled $63,212.81.

Harold Thoms is 98.5% owner and president of WISE and WISE-FM Ashville, N. C. His wife, Meredith, is assistant manager of the stations. Mr. Thoms also owns 25% of Inter-City Adv. Co., licensee of WAYS and WAYS-FM Charlotte and WKIX Columbia and is permittee of WCOG Greensboro. Mr. Thoms personally is licensee of WHHT Durham.

WEAM, metropolitan Washington daytimer on 1360 kc with 1 kw, had operating loss of $3,643.41, application showed. Dec. 31 balance sheet listed current assets as $9,663 and current liabilities as $29,224. Broadcast investment of $55,325 was given. A pro forma balance sheet shows that the licensee corporation, Arlington-Fairfax Broadcasting Co., would have a deficit of about $19,000 when the Thoms take over all the stock.

Agreement provides that the Thoms pay $67,500 for 100% of the stock issued, less amount of net liabilities owned by WEAM as of date of settlement. Should net liabilities exceed $67,500, the excess will be borne pro rata by the sellers. Loans made from time to time by present owners to the corporation are dissolved. If within two years WEAM's pending application for increase to 5 kw full-time is not approved, sellers will remit $5,000 to purchasers, amount expended in prosecution of the application.

Sellers and their interests: J. Maynard Magruder, president and 12.14%; William S. Banks, vice president 12.14%; Samuel F. Roth, treasurer 32.39%; Harold G. Hernly, director 6.1%; Thomas J. Broyhill, 21%; Howard Stanley, assistant general manager, 4.1%.

Butler, Radio Pioneer, Honored on Anniversary

BURRIDGE DAVENAL BUTLER, radio pioneer whose exhaustive efforts were largely responsible for endearing radio to American farmers, celebrated his 80th birthday, after a day's work, Feb. 5 by tuning in a CBS program presented in his honor.

Mr. Butler

Mr. Butler, who still takes an active interest in his radio stations, KOY Phoenix, KTUC Tucson, and in the *Arizona Farmer*, of which he is publisher, was paid tribute on the evening CBS show by Donald Thornburgh, vice president of the network.

Politics

(Continued from page 18)

them to broadcast. Or that political times rates might be increased to cover the costs of the premium for insurance to protect the station from suits.

The *Washington Post*, for which FCC Chairman Wayne Coy was formerly radio director, observed editorially that it did not expect the decision to "reassure radio stations whose money is involved." Actually, the *Post* said, the decision "may be viewed by some as an invasion of the prerogatives of management, since radio stations have been free to exercise judgment as to the good taste of their programs, and may now feel under pressure to withhold such a judgment in respect of political broadcasts."

The *Post* continued:

It is plain, we think, that there now exists a contradiction between the laws and the Federal Communications Act which the FCC decision cannot resolve. Indeed, since the broadcasters are in effect told to ignore libel laws, the problem, if anything, becomes even more controversial.

There are two ways out of the dilemma. One is for the validity of the Commission's interpretation to be tested in the Supreme Court. The other, and to our mind preferable, way is for Congress specifically to legislate absolution of radio stations from libel responsibility for political broadcasts.

At Deadline ...

FCC GRANTS CPs FOR 18 FM STATIONS

CONSTRUCTION PERMITS granted Friday by FCC for three Class A and 15 Class B FM stations. CPs in lieu previous conditions. Two Class A conditional grants vacated. New CPs:

KEVL (Big Bear Lake Bcstg. Co), Big Bear Lake, Calif., Class A, 96.7 mc (Channel 244), 500 w, 180 ft.; KMJ-FM Fresno, Calif., Class B, 97.9 mc (No. 250), 34 kw, 1,310 ft.; WDBO-FM Orlando, Fla., Class B, 92.3 mc (No. 222), 25 kw, 330 ft.; WLAQ-FM Rome, Ga., Class B, 107.3 mc (No. 297), 6.8 kw, 700 ft.; WDAR-FM Savannah, Ga., Class B, 96.5 mc (No. 243), 12 kw, 330 ft.; KDSH-FM Boise, Ida., Class B, 98.1 mc (No. 251), 1.9 kw, 265 ft.; WOKZ-FM Alton, Ill., Class B, 99.9 mc (No. 260), 9.1 kw, 360 ft.; WHKR (Harry L. Crisp), Marion, Ill., Class A, 101.7 mc (No. 269), 1 kw, 190 ft.; WREN-FM Topeka, Kan., Class B, 94.1 mc (No. 231), 20 kw, 500 ft.

Henderson Bcstg. Co., Henderson, Ky., Class B, 99.5 mc (No. 258), 20 kw, 400 ft.; KRMD-FM Shreveport, La., Class B, 101.1 mc (No. 266), 23 kw, 260 ft.; WEED-FM Rocky Mount, N. C., Class A, 92.1 mc (No. 221), 1 kw, 175 ft.; KSWO-FM Lawton, Okla., Class B, 101.3 mc (No. 267), 3.2 kw, 250 ft.; WVPR (Martinez-Rodriguez Bcstg. Co.), San Juan, P. R., Class B, 99.9 mc (No. 260), 2.6 kw, 520 ft.; WBIR-FM Knoxville, Tenn., Class B, 100.3 mc (No. 262), 3.6 kw, 770 ft.; KFDX (Wichtex Bcstg. Co.), Wichita Falls, Tex., Class B, 106.5 mc (No. 293), 54 kw, 330 ft.; KPAC-FM Port Arthur, Tex., Class B, 101.9 mc (No. 270), 12 kw, 380 ft.; KTSN (Tarrant Bcstg. Co.), Arlington, Tex., Class B, 96.3 mc (No. 242), 46 kw, 650 ft.

Following CPs in lieu previous conditions:

WSGN-FM Birmingham, Ala., Class B, 93.7 mc (No. 229), 510 kw, 870 ft.; WARS-FM Wilmington, Del., Class B, 96.1 mc (No. 241), 20 kw, 425 ft.; WINW (Winchester Sun Co.), Winchester, Ky., Class A, 100.1 mc (No. 261), 360 w, 240 ft.; WXRT (Radio Station WSBC), Chicago, Ill., Class B, 101.9 mc (No. 270), 25 kw, 600 ft.; WIRE-FM Indianapolis, Ind., Class B, 92.3 mc (No. 222), 36 kw, 410 ft.; WSTP-FM Salisbury, N. C., Class B, 106.5 mc (No. 293), 27 kw, 250 ft.; WERE-FM Cleveland, Ohio, Class B, 98.5 mc (No. 253), 12 kw, 620 ft.; WVUN (Unity Bcstg. Corp. of Tenn.), Chattanooga, Tenn., Class B, 98.1 mc (No. 251), 4.2 kw, 750 ft.

Dairyland Broadcasting Service Inc., operating WIGM Medford and WDLB and WDLB-FM Marshfield, Wis., granted request to vacate Class A CGs for WRPO Wisconsin Rapids and WSTN Stevens Point. Didn't wish to proceed "in view of experience and observation of trends."

GROUP OF STATION SALES APPROVED BY FCC

FCC announced approval of station sales aggregating $300,000. They were:

WFEA and WFEA-FM Manchester, N. H. sold by H. M. Bitner to three Manchester merchants for $170,000. Buyers: Samuel Camann, and Morris and Henry R. Silvers, as N. H. Broadcasting. WFEA on 1370 kc with 5 kw.

Copley Press Inc., half-owner WCVS Springfield, Ill., acquired J. Frank Burke's 50% interest in KUSN San Diego (1510 kc, 5 kw day, 1 kw night), and CP for KSDO (FM) San Diego was assigned from Copley's Union Tribune Publishing Co. to San Diego Broadcasting licensee of KUSN. Consideration: $68,174.

Ownerships of WJOB and WJOB-FM Hammond, Ind., and WASK and WFAM (FM) Lafayette, Ind., realigned with Robert C. Adair acquiring control of Hammond operation and O. E. Richardson taking majority ownership in Lafayette station. Heretofore, each had minority interests in both operations. FCC said $52,500 in stock and cash involved. WJOB on 1230 kc with 250 w; WASK on 1450 kc with 250 w.

Control of KVVC Ventura County, Calif. (1590 kc, 1 kw) acquired by William H. Haupt and Marian Louise Haupt, minority stockholders, by $10,000 stock purchase from James L. Harris and S. H. Frowein.

TWO PERMITS GRANTED FOR COMMERCIAL TV STATIONS

TWO NEW commercial television stations granted by FCC Friday, boosting outstanding construction permits to 80 (see story page 93). Stromberg-Carlson Co. licensee (WHAM, WHAM-FM), Rochester, awarded Channel 6 (82-88 mc), 16.8 kw visual, 17.8 kw aural, antenna 545 ft. Clark Assoc. Inc. (WNBF WNBF-FM), Binghamton, N. Y., granted Channel 12 (204-210 mc), sole facility available, 12 kw visual 8.5 kw aural, antenna 855 ft. Two Rochester channels left.

THREE stations added by Continental Network (FM)—WMCP Baltimore; WFMR New Bedford, Mass.; WKNB-FM New Britain.

Time Deals in Station Sales Opposed

RULES banning station-sale contracts which reserve time for seller's use as part of sales "price," and laying down minimum standards for existing contracts proposed by FCC.

Commission also proposed to discontinue special temporary authorizations (STA's) for operation of AM stations at times not specified in licenses. Plan, applicable only in AM, would be effective April 15. It was attributed to (a) "degradation of nighttime service in many areas" as result of "extensive increase" in STA's issued to parttime stations for operation at night; (b) need for AM STA's is "no longer pressing" because fulltime FM channels are available "in most instances."

FCC announced that, effective March 15, applications may not be amended (except for "merely corrective" amendments) after proposed decision (or recommended or initial decision, where no proposed decision is to be issued) has been announced in proceeding in which they are involved.

Commission set up new rules specifying that no application will be considered "mutually exclusive" with another—and therefore entitled to comparative consideration—unless "substantially complete" and filed by close of business on day before FCC acts on application with which it conflicts.

Other changes (in Rules Secs. 1.341, 1.342, 1.343) make plain that rules on filing of annual ownership reports, network and other contracts, and ownership reports apply to permittees as well as licensees (AM, FM, TV, international).

In ownership reports, data henceforth must be filed with respect to officers and directors even though they own less than 1% of stock.

Commission delegated to Secretary authority to act, with approval of department heads, on applications from licensees in fixed public and fixed public press radio services seeking authority to communicate with new points for limited periods in connection with special news events.

Proposed rule on contracts reserving time upon sale of stations grew out of FCC experience in Churchill Tabernacle-WKBW Buffalo and similar cases in which "time" was part of consideration, FCC spokesmen said. Rules would withhold FCC approval from sales in which seller "retains any right of reversion of the license or any right to the assignment of the license in the future, or reserves the right to use the facilities of the station for any period whatsoever."

To "avoid undue hardship," such agreements involved in sales approved before effective date of proposed rule would not be invalidated if (1) they have been fully disclosed to FCC, and (2) if they are modified, within six months of effective date of rule, to meet Commission's proposed minimum standards. These include:

(1) Not more than 12 hours per week, nor more than four per day, may be so reserved; (2) contract must give licensee authority to reject unsatisfactory programs or to substitute "outstanding" programs, though provision may be made for station to allot other time for programs thus rejected or pay for time thus made unavailable; (3) resale or reassignment of reserved time must be prohibited; (4) reversion or reassignment of station license must be forbidden; (5) licensee must be given right to terminate contract by lump or periodic payments, but "such payments should not be so unduly large as to constitute in practice an effective deterrent to the licensee exercising the right."

FCC authorities estimated "only a handful" of such contracts still in effect, so far as official records show. Most of these, they said, involve reservation of time by churches on stations they formerly owned.

Written opposition to proposed rule will be received till March 8. In proposal to eliminate AM STA's, Feb. 28 is deadline for opposition.

PRESIDENT TRUMAN FETED BY RADIO CORRESPONDENTS

LEADERS in political and broadcasting wor including FCC members, were guests Sat day at annual dinner of Radio Correspond Assn. honoring President Truman. Affair w held at Statler Hotel, Washington, with nea 700 in attendance.

President was given silver-plated veloc microphone he used in first presidential a dress to Congress.

Presiding was Bill Henry, CBS, associat president. Other officers, Albert L. Warn MBS, vice president; Elmer Davis, ABC, se retary; William R. McAndrew, NBC, trea urer; Francis W. Tully Jr., Yankee Netwo George J. Marder, UP Radio, and G. W. Kin bury, WLW Cincinnati, members-at-large; R Goad, Transradio, member ex officio.

Bob Hope was m.c. of entertainment p gram presented by combined networks, w CBS in charge of production. Producers we Larry Puck and Ace Ochs, CBS New York.

Chairman of entertainment committee w Mr. Tully, with Bryson Rash, ABC, vice cha man. Other members: Mr. Henry; Jack Bea Mr. Davis, John Edwards, ABC; Mr. Goa Ray Henle, NBC; William Hillman, MBS; M Kingsbury; Mr. McAndrew; Mr. Marder; Ed ward E. Scovill and Willard F. Shadel, CBS C. Russell Turner Jr. and Mr. Warner, MBS

Talent included U. S. Marine Band Orchestr Archie Bleyer Orchestra; The Carters, skating tea Elizabeth Talbot Martin, impressionist; Andre, And & Bonnie, dance team; Paul Winchell, ventriloquis John Gugliotti, 6-year-old pianist; Margaret Whitin vocalist.

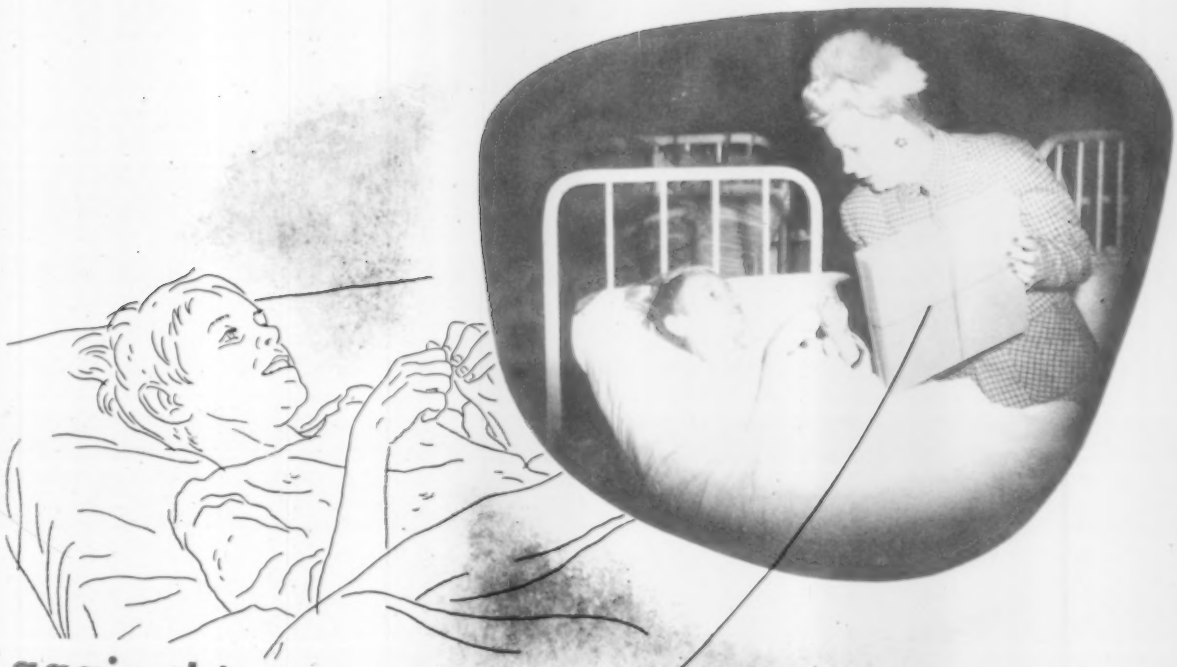
Invited to the head table, besides associatio officers, were' Secretary of Agriculture Clinton P Anderson; Sen. Alben W. Barkley (D-Ky.); Asso Justice Hugo L. Black; Gen. Omar N. Bradley, US Chief of Staff; Assoc. Justice Harold H. Burton; Ge Clifton Cates, USMC Commandant; Attorney Gener Tom C. Clark; FCC Chairman Wayne Coy; Admir Louis E. Denfeld, Chief of Naval Operations; Asso Justice William O. Douglas; Rep. Charles A. Halleck (R-Ind.); Bob Hope; Assoc. Justice Robert H. Jack son; Sen. Edwin C. Johnson (D-Col.); MBS Presiden Edgar Kobak; Secretary of Interior Julius A. Krug Rep. Clarence Lea (D-Calif.); Fleet Admiral William D. Leahy, USN; Fulton Lewis Jr., MBS; Secretary o State George C. Marshall; NAB President Justi Miller; ABC Board Chairman Edward J. Noble; Rep Sam Rayburn (D-Tex.); CBS Executive Vice Presiden Joseph Ream; Assoc. Justice Stanley F. Reed; Pres dential Secretary Charles G. Ross; Secretary of t Army Kenneth C. Royall; Assoc. Justice Wiley Rut ledge; Brig. Gen. David Sarnoff, RCA board chair man; Secretary of Labor Lewis B. Schwellenbach Secretary of Treasury John W. Snyder; Gen. Carl A Spaatz, U. S. Air Force Chief of Staff; CBS Presiden Frank Stanton; Sen. Robert A. Taft (R-O.); Sec Charles W. Tobey (R-N.H.); NBC President Ni Trammell; President Truman; Chief Justice Fred V Vinson; MBS Board Chairman Lewis Allen Weiss; Re Charles A. Wolverton (R-N.J.), and ABC Presiden Mark Woods.

MBS BOARD SEES TRUMAN, HOLDS REGULAR MEETING

MEMBERS of MBS Board of Directors, meet ing in Washington, paid respects to Presiden Truman at White House Friday noon. Radio's public service activities discussed informally. Board held regular meeting at Carlton Hotel Washington.

At White House were Chairman Lewis Alle Weiss, Don Lee; Vice Chairman T. C. Streibert, WOR New York; E. M. Antrim, WGN Chicago; Chesser Campbell, WGN Chicago J. E. Campeau, CKLW Detroit; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr. WIP Philadelphia; President Edgar Kobak William F. O'Neil, Linus Travers, Yankee Network; Jack R. Poppele, WOR; Vice Presi dent Robert D. Swezey; Secretary-Treasure James E. Wallen.

Board lunched Friday with Secretary o Commerce W. Averell Harriman and enter tained FCC officials Friday night at dinner Fulton Lewis Jr., was host at luncheon Sa urday, with many members of Congres present.



again this year...

hundreds of sick children think Santa is a Blonde

It's small wonder that hundreds of sick children in the WLW-WINS area become confused about Santa Claus.

For again this year, it was Ruth Lyons who visited their hospitals to preside over the gala Christmas party made possible by the loyalty, generosity and charity of her "Morning Matinee" listeners.

Even after four years, it's still a heart-warming thrill to witness the eager, whole-hearted response to Ruth's annual campaign to raise Christmas funds for the five Children's Hospitals in Cincinnati, Louisville, Indianapolis and New York.

Early in November, Ruth began her appeal for contributions to alleviate the pain and suffering of the small patients in those hospitals. She promised to send a colorful "Morning Matinee" calendar to each listener contributing $1.00 or more. Here's what happened:

Long before the calendars were off the press, contributions were rolling into Crosley Square—and they continued coming long into January. Thirty-five thousand calendars were distributed and nearly $40,000 was received—over $5,000 more than last year. And, as usual, every cent above the nominal cost of the calendars was used to provide the huge Christmas parties and much-needed equipment for the five hospitals.

"Morning Matinee" is but one of the many WLW-originated programs designed to provide top entertainment for the thousands of listeners who depend upon our clear channel facilities. To serve an area in which 9.5% of all the people in the United States live, makes satisfactory programming a serious and difficult responsibility . . . one which we have dedicated our resources and efforts to fulfil.

WLW
The Nation's Station
CROSLEY BROADCASTING CORPORATION